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# AMERICAN NURSERYMAN

*The Nurseryman's Forte: To Make America More Beautiful and Fruitful*

OCTOBER 15, 1945



**Malus Arnoldiana**

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# AMERICAN NURSERYMAN

[Registered U. S. Patent Office]

*The Nurseryman's Forte: To Make America More Beautiful and Fruitful*

VOL. LXXXII, No. 8

OCTOBER 15, 1945

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**AMERICAN NURSERYMAN**

F. R. KILNER, Editor

**Editorial****PROMOTIONAL PLANS.**

When chapter representatives met at Chicago in July to confer with members of the executive committee of the American Association of Nurserymen on postwar activities of the organization, one refrain appeared with such frequency, though in varied phrasing, that it was obvious that there was felt a widespread need for some type of promotional or public relations work. Letters to the headquarters office from members of the association had expressed similar opinions. The result was the appointment of a committee on public relations, which met at Chicago two days in August, to discuss the many suggestions and proposals offered for their consideration. The amount of ground covered by this committee in two days was truly amazing.

From those discussions emerged tentative proposals, which have been submitted to the executive committee for approval and are presented in this issue for the consideration of the membership at large. It is expected that A. A. N. chapters will meet for discussion of the proposals and that a meeting of the board of governors in January will pass upon them.

Every nurseryman sees the sales opportunities in the immediate future and the prospective expansion of the industry as larger opportunities are realized in the years ahead. The promotional efforts of the individual nurseryman can be aided immensely by projects undertaken on a cooperative basis, which is exactly the function of a national organization.

The public relations committee of the A. A. N. has undertaken no ambitious project like the million-dollar national advertising campaign of two decades ago. The proposals state practical undertakings at moderate cost which may pave the way, if successful, for still larger activities if the members so desire. The suggested undertakings are those most discussed by members of the industry in recent years.

Read the proposals of the committee, with the foreword of explanation by Secretary White. Make your views known. This is the biggest step forward of the A. A. N. since the establishment of the Washington office and merits commensurate attention.

**The Mirror of the Trade****ADVISING NEWCOMERS.**

The recruiting of young men to carry on the nursery business, both as principals and employees, concerns a number of those in the industry who see large opportunities ahead, but a shortage of help to meet them. In various states, collaboration has begun between state colleges and nurserymen's organizations to provide training courses which will fit young men for their jobs in the shortest possible time. Some interest has been shown in the proposed veterans' apprentice training courses sponsored by the federal government. These proposals look toward the training and education of prospective nursery employees, for the most part.

Many returned veterans will wish to embark immediately in business for themselves, to earn immediate support possibly for their families as well as themselves. The trend has been noted by army officers who have been engaged in mustering out servicemen. To meet this desire on the part of many veterans to establish their own business enterprises, various agencies have provided either general or specific advice and information. For the nursery field this is being attempted in a general way in the series of articles started in the preceding issue of this magazine, to advise prospective entrants into this field.

More definite is a recent proposal by the British nurserymen's organization to form a panel to advise genuine ex-service entrants into the nursery trade. The form and scope of the proposal are yet to be made known, but the idea is a good one.

Since this country covers so much greater geographical area than Britain, this function might well be undertaken by state nurserymen's associations. Officers and other leaders in such groups are conversant with the distribution of nurseries in their respective states; they know where a newcomer might perform real service and where he might only add to modest competition. They could advise a newcomer of supply and help problems hindering success in some localities more than others. In short, such a panel of advisers might strengthen the trade's service to the public in a given area, by directing newcomers to localities where opportunities were wide open.

The special army services and vet-

erans' organizations are seeking help in guiding those who will step from the service into business, and nurserymen could help in the good cause, with benefit to veterans, the industry and the public.

**APPLE TREE PLANTING.**

According to figures given by the United States Department of Agriculture, there are only about one-third as many apple trees in the United States, bearing and nonbearing, as there were in 1910, and the number of nonbearing trees is very low. According to these figures, there were 217,114,688 apple trees in the United States of all ages in 1910, while in 1940 there were only 71,663,067. Of this 71,000,000 in 1940, a considerable percentage are trees that fall in the older age brackets in all sections of the country and will be rapidly passing out of profitable production.

Better production methods and young trees growing to maturity have nevertheless kept the yields high, and this may be expected to continue and even increase on a per tree basis, but the time cannot be far distant when there is bound to be a considerable reduction in the total yield in this country.

In addition to the sharp reduction in apple tree population in this country there has been a general destruction and neglect of apple trees in European lands, and it will require years to bring new orchards to profitable production. In the meantime it would look as though the United States will have to supply a large part of the apples to be consumed in Europe.

A long range view of the history of apple planting in the United States shows that there has been a period of heavy apple tree planting once each generation. These periods of temporary overplanting have been followed by neglect of both young and older orchards until the tree population was again reduced to a low level; this covered a cycle of about thirty-five years. Statistics show that there was a relatively heavy planting period in the 1840's and again around 1870. Next came the planting boom after the turn of the century, which culminated in 1910-12. Thus, there are two factors that might point to a coming apple tree planting period—the return of peace and the turn of the cycle.

# Californians Convene on Short Notice

By *Walter B. Balch*

The California Association of Nurserymen held its thirty-fifth annual convention at Los Angeles, September 23 to 25, with headquarters at the Clark hotel. The registration included well over 100 nurserymen and their families. The convention, arranged in a period of about three weeks under many wartime conditions, was a tremendous success. Credit for the satisfactory arrangements, excellent program and well planned meetings should go to President Clyde Stocking, of San Jose, whose labors for the group have been such an effort to him through the past year, and to Jack Lincke, executive secretary of the association. Mr. Lincke has held office only three months and, being new in the nursery group, must be given a "well done."

Speakers at the meetings, in addition to the address by the president and routine committee reports, included such national figures as R. P. White, executive secretary of the A. A. N.; Manchester Boddy, publisher of the Los Angeles News; Earl Anderson, Los Angeles Chamber of Commerce; Ray Hartman, San Jose, and H. J. Ryan, Los Angeles county agricultural commissioner.

Probably the outstanding talk by a nonmember was that given by Mr. Boddy, who has a kindred feeling for the nurserymen from his association with the florists. He is a grower of large quantities of outdoor flowers, which are shipped all over the country through the Los Angeles flower market, and has a horticultural show place as his home. He has been prominently mentioned as a candidate on the Republican ticket for the office of United States senator.

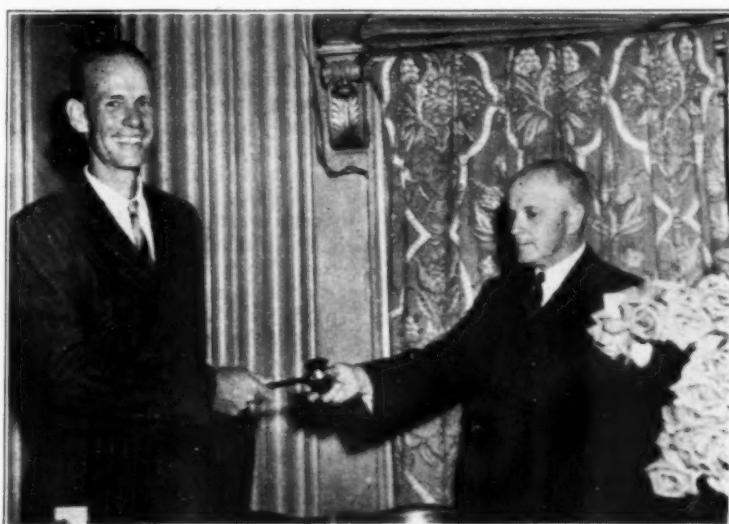
His subject in general was the future of the nursery business in California as it would be affected by the general economic situation of the state. He compared the life of the nurseryman to that of the passenger on a large ship who in the past directed his thoughts to his own comforts and business throughout the trip and felt quite sure of reaching his destination without any worry regarding the navigation of the ship. That was the way it had been. Now, according to Mr. Boddy, the nurseryman is beginning to watch the operation of the ship and by necessity is beginning to take a more active interest in its operation. He advised continued vigilance in this effort.

The passenger must watch and ask "Where are we going?" He is, in California, according to Mr. Boddy, headed for some of the most prosperous years he has ever known. He must, however, aid in the direction of the path by adding civic developments. California, it seems, will be less affected by war cut-backs than will the industrial areas in most other parts of the country, for about sixty-eight per cent of the employed in the state are in the service industries, which will grow as the trade passes from the east to the west with the end of the so-called "Atlantic era" and the beginning of the "Pacific era." Some of the figures cited to support the optimism regarding the west coast included the information that there were more cars registered in California than in any other state in the country, that there were more Diesel trucks on the highways of California than in any other state and that the west coast is entering the greatest tourist boom it has ever known. In connection with this boom, Mr. Boddy suggested the nurserymen take the lead in making the state the most beautiful and encourage competition between towns and areas to advertise themselves as the most beautiful and then see to it that the local people do make it so by carefully planted and tended homes and industrial sites. He urged working with communities, state beautification projects and industrial plantings, all to secure the beauty from plants. "Tourist trade is cash,"

he said, adding that for every \$3 spent for a car in Detroit \$5 were spent in keeping it rolling. As a doorway to the Orient Mr. Boddy sees more people and more business in California. The Oriental countries will buy from the United States capital goods, will produce their own power, fertilizer and other products, will sell these to neighbors in the Orient and over a period of years will be able to repay us, not necessarily with goods we can make here, but with interest as well as repayment of the sums loaned, and thus add the prosperity of the United States in general and California in particular.

Ray Hartman cast his eye into the future of the trade, remarking that he could not look very far ahead and limiting his predictions to three or four years. He feels, after a trip to the northwest as well as in the east, that fruit production is on the way up, with a possible oversupply of some items in the next year or two. However, cherries, apples and prunes will be in great demand and may be short if the quick freezing process, which is developing fast, continues to grow and the demand for the frozen products hold their current popularity. Grapevines he expects to see plentiful, with a drop in price in a year or so.

Ornamentals, according to Mr. Hartman, will have a renewed demand as soon as home planting gets under way, but he sees no big estates and consequently no heavy call for largest sizes of ornamentals in the



Paul Moulder Receives Gavel from Clyde Stocking.

near future. Smaller sizes in this group, though, should be in good demand for about five years. Roses are about thirty-five per cent of the demand for the current year; fruit, fifty per cent and annuals and perennials will have the greatest demand yet seen. In closing Mr. Hartman expressed the hope that nurserymen would aim for quality rather than quantity in the coming years and would improve, if possible, their service as well as the items they sell.

From the Chamber of Commerce, Earl Anderson offered a discussion of industrial relationships. Ten requirements for successful employee-employer relationships were given. These were largely the general policies of the larger industries and were offered to the nurserymen as a guide to prevent possible friction in the conversion days.

Agricultural Commissioner H. J. Ryan explained the pink tag and the pinto tag system developed by the state board of agriculture in cooperation with the nurserymen. The development of these tags made possible point of production inspection of nursery stock rather than point of delivery inspection and results in better relations all around. The pink tag is a county inspection tag and permits moving nursery stock inside a given county without need of inspection of each shipment; it makes it possible for the buyer nursery to dispose of the stock or mix it with its own stock without the delays and inconveniences of delivery inspection. The pinto tag permits the moving of the nursery stock between counties which have made arrangements to accept stock thus tagged. There are four districts in the state having pinto tag agreements. The pinto tag inspections and rules are more strict than those for the pink tag.

Soil fumigation was discussed by Walter B. Balch, of the Shell Chemical Co. Mr. Balch explained that soil fumigation was comparatively new on the coast, but that it had been growing by leaps and bounds since the development by his company of an inexpensive safe soil fumigant. By the use of charts and pictures he gave results of experimental work in the control of various common soil pests, all of which, he explained, were conducted under field conditions on farms or nurseries and in cooperation with state or federal experimental authorities. The product is known as D-D.

The high point of the meeting was a talk by Richard P. White on government controls, which appears in full on another page. In another talk,

on the preceding day, he discussed the work of the A. A. N. office at Washington, D. C., and the prospects as he saw them.

Mr. White feels the industry will go ahead if care is taken by the individual. He feels that competition is not from the nurserymen, but from the radio, automobile and other industries. He asked if the nurserymen would be prepared to sell their goods with well trained salesmen, with sales aids, with good advertising locally supported; if the individual operators would meet the home builders, either large or small, and impress on them that \$100 spent for good foundation plantings will add \$300 or more to the sale value of a



Charles G. Armstrong.

house and insure a better grade of tenant in rental buildings; if a public relations and statistical bureau could be set up in the association offices and if a stock production service could be maintained.

He urged activity in the local organizations of the trade and explained the value and need of support of programs on a national scale. He expressed the belief that social security, unemployment benefits, as well as health benefits, would be expanded and that wage scales would remain high for a number of years if not permanently. He did not enthuse over the full employment bill now before Congress and explained why he felt it would not be satisfactory if passed as it now stands.

Jack Linke, the hard-working state secretary, took a few minutes from his many time-consuming duties to tell a few of the things the state office can do for the members. These were: (1) Answer questions of various kinds, either from information on hand or by knowing the best sources; (2) learn of and report on sources of supplies of all kinds; (3) get in-

formation regarding regulations for packaging and shipping of nursery materials; (4) advise regarding the sources of surplus war materials available to the trade; (5) obtain statistics regarding acreages of plant materials; (6) aid in getting group insurance for members and their employees, and (7) offer advice and assistance in industrial relations, particularly with regard to matters between employers and unions and union organizers. He asked for assistance and criticism of his work and his office and said he expected to attend many of the chapter meetings in the coming few months.

The nominating committee, composed of Bert Kallman, Verne McIntyre, Stuart Henson, Paul Kleinsorge, Jack McDonnell, Lou Sorenson and Louis Vistica, offered the following slate, which was unanimously elected: President, Paul Moulder, Glendale; vice-president, Charles Armstrong, Sacramento; treasurer, S. F. Henson, Buena Park.

The auditing committee, composed of Elmer Kerz, Ray Hartman and James Luff, found the books of the association in good order and so reported them.

The resolutions committee, composed of Jack Evans, Ray Hartman and Syd Whitehorn, submitted resolutions in praise of the retiring officers, put the association on record as encouraging veterans to enter the business and giving them preference on new jobs, deplored the possibility of the sale of the Butano redwood forest to a lumber company and thanked the hotel, the Los Angeles press and the local chapter for the success of the meeting.

The wind-up of a fine meeting was celebrated in fitting style at the president's ball and floor show, which lasted well into the night. About 250 attended.

TO make room for the naval air base at Glenview, Ill., a few years ago, Norman Jensen had to vacate his property, so discontinued his business. Now he has started again at 1362 Shermer road, Northbrook, Ill. He is growing perennials and evergreens and is reentering the landscaping business.

AFTER an absence of about three years, William E. Schmidt has returned to his nursery business, formerly known as the Palo Alto Nursery, Palo Alto, Cal. To avoid confusion with the names of near-by nurseries, Mr. Schmidt has changed the name of his firm to the Schmidt Nursery, 308 Chestnut avenue, Palo Alto.

# Propose A.A.N. Public Relations Program

## Report of the A. A. N. Public Relations Committee and a

### Tentative Proposal for a Postwar Public Relations Program

In increasing numbers the Washington office has been receiving correspondence from members urging the American Association of Nurserymen to support a program of public relations, publicity or advertising in the years ahead. There seemed to be no general agreement in the views received as to what should be done or how. The only point of agreement was that the A. A. N. should plan soon to do something to maintain our present strong demand for nursery stock in the years ahead.

The executive committee subsequently called a meeting at Chicago on July 18, 1945, and asked each of the thirty-one chapters of the A. A. N. to send one representative to discuss with the committee the possible postwar activities of the A. A. N. in the public relations or sales promotional fields.

This meeting was held with twenty-eight chapter representatives in attendance. Many suggestions were made. The final result was a suggestion that the executive committee appoint a special committee to review the ideas and viewpoints expressed, to suggest a tentative program of activities for submissal to the executive committee and to the board of governors, and to propose a method of financing.

This committee was appointed, with representatives of the wholesale,

mail order, agency, landscape and salesyard merchandising groups represented. The committee met at Chicago on August 27 and 28, 1945, and submits the following report to the trade for criticism and suggestions. The following tentative proposals are subject to modification in any and all respects. The committee is submitting the results of its deliberations to the trade, asking for assistance before formulating its final report to the executive committee.

"Public relations" programs are designed to create and maintain good consumer reactions toward an industry or a business, depending upon whether the program is an industry program or an individual business program. They are also used to correct bad public reactions. Most of the so-called "good will" advertising falls in this category.

"Sales promotion" programs are directed toward increasing consumer demands. Many types of media are used, and the program may be general or may be directed toward specific consumer groups. The five promotional booklets prepared by the A. A. N., the booklet on "Living Memorials" and our article on "Your Home Grounds" are sales promotional literature specifically directed toward the amateur gardener, citizen groups interested in war memorials, and the homeowner.

"Publicity programs" may be part public relations and part sales promotional.

The following general observations were developed by the committee:

1. That no action should be taken that might interfere with the present functioning of the A. A. N.

2. That competition is to be expected from other consumer goods industries and trades in an increasing degree, rather than from other nurserymen, and that pooled effort to meet this competition is going to be needed.

3. That no matter how good a sales promotion program was devised and executed, overproduction would eventually nullify it. Statistics on annual production, inventories and sales are needed to guide the industry in its future production program.

4. That any tentative proposals made by the committee be widely circulated among members of the A. A. N. and the trade generally for criticism and suggestions, so that the final report of the committee to the executive committee and the board of governors could include any new suggestions thought to be advisable by the committee. Criticisms and suggestions should be forwarded to the Washington office, 636 Southern Building, Washington 5, D. C.

## THE TENTATIVE PROPOSALS

1. A program of expansion of the activities of the Washington office, outlined below, is recommended to the executive committee as a continuing program of activities of service to the industry.

2. It is recommended to the executive committee that the program outlined below be financed by an increase of sixty per cent in dues payments.

3. The program, subject to change and modification, expansion or contraction, as a result of suggestions from the membership, which we recommend for consideration is as follows:

A. The creation of a stock reporting service in the Washington office to secure from the trade statistics on

annual planting lists, inventories and consumer sales of a representative list of nursery stock items, for the purpose of voluntary control of production and thus to avoid insofar as possible the specter of overproduction and brushpiles. No individual data would ever be released—only totals would be disclosed. Estimated cost, \$2,500.

B. The collection, through reproduction of kodachrome slides of members, public institutions, etc., of series of slides on subjects such as home fruits, hedge plantings, outdoor living rooms, foundation plantings, entrance plantings, etc., and also series of slides showing individual plant items. It is proposed that these slides be made available to members at cost for sales aids and for lecture

work. It is also proposed that these slides be available on a rental basis, with prepared lecture scripts and projector for use at garden clubs and other local meetings. Estimated cost, \$2,000.

C. The preparation of a brochure directed to the plant manager promoting landscaping of the manufacturing plants of the country. Distribution through members, National Association of Manufacturers and chambers of commerce. Estimated cost, \$2,500.

D. Preparation of a book on maintenance and care of plants and plantings, the preparation of the text to be underwritten by the A. A. N. The book would be all-inclusive, applicable to every section of the country. It is felt that a publisher can be

readily found. Distribution via regular channels of book distribution, augmented by membership of the A. A. N. to their consumers. Estimated cost, \$1,000.

E. Preparation of a book on sales aids, incorporating the general principles of salesmanship and specific sales aids for nurserymen, such as salesyard techniques, customer approach, service, etc. Estimated cost, \$1,000.

F. Extension of planting seasons: (1) Publicize among membership successful experiences of others in summer planting, via landscape bulletin and eventually a printed booklet on the subject for the guidance of all. Estimated cost, none. (2) Publicize among consumers the fact that many plants can be transplanted to their property as successfully in the summer months, provided they are given proper care. Proposed activity is publicity through garden press and radio. Estimated cost, \$1,000.

G. Stimulating landscaping of new homes. Proposed activity is the preparation of three small fliers directed respectively to the banker and other loaning agencies, the builder, and the prospective homeowner. Purpose is to point out to the banker that the best insurance on his loan is properly landscaped grounds; to the builder for sale or rental, that landscaping is not only an insurance against his investment, but a means of quicker and more desirable sales, or an assurance of satisfied tenants; to the homeowner, that landscaping protects his investment from rapid deterioration in real estate values. Distribution via bankers and loan agencies, Association of Home Builders of the United States, and members direct to prospective homeowners.

Supplementing these fliers, a more elaborate and higher quality folder is suggested, to be prepared by the A. A. N. and sold to members at cost for a direct approach to a prospective homeowner. Estimated cost, \$1,000.

H. Stimulation of home fruit gardens. It is proposed to revise our booklet "Planting a Fruit Garden," giving several suggested layouts of a small property showing how fruits can be used in landscaping, with suggested planting lists as recommended by members for various sections of the country. To be distributed by members at cost. Estimated cost, \$1,000. Nuts to be included where possible.

I. Employment of a person to stimulate publicity on several of the above items and to seek publicity on

the following additional suggestions of the committee; estimated cost, \$8,000:

(1) Reconversion of victory gardens. At the proper time, publicity should be given in garden magazines, newspapers, radio, etc., to the possibilities of home grounds beautification, to reach those homeowners who have had victory gardens and who can be stimulated to construct outdoor living rooms, perennial borders, shrub plantings, rose gardens, etc.

(2) To explore the possibilities of 16-mm. movie films on a long list of possible garden and landscape subjects.

(3) To arrange for radio appearances on sponsored programs and on educational feature time.

(4) To assist in publicizing state programs as suggested—city street planting programs, community beautification programs, etc.

(5) Seek cooperation of other decorative trades and federal agencies for support in the production of a 30-minute standard size film for movie house projection on "Better Living" in order to reach the prospective customer not now with a gardening interest.

J. Total estimated cost of above program, \$20,000.

Total estimated income on basis of 1945-46 dues income, \$24,600.

M. R. Cashman, Chairman,  
Charles H. Burr,  
Harold S. Welch,  
Les Engelson,  
Chet G. Marshall,  
George C. Roeding,  
Louis E. Hillenmeyer,  
Owen G. Wood,  
Carl Sjulin,  
Charles H. Perkins.

#### CORDAGE STILL SCARCE.

Although the War Production Board has lifted all restrictions on cordage, except those affecting the use of jute rope as a substitute for Manila, sisal and henequen rope, no immediate increase in the supplies of twines and ropes can be seen, says J. A. Ronell, of Eagle Wrapping Products Co., Chicago, Ill. The short supply of rope fibers will continue through 1945, but by January, 1946, there should be slightly increasing quantities of jute cordage (other than substitutes) available for civilian use. Normal fiber production is not expected until the latter part of 1946.

During the war sisal, java and cantala fibers came largely from Haiti

and Africa; abaca fibers from Central America, and henequen from Mexico. Even if these countries continue to produce these rope-making fibers at their wartime rate, supplies will fall far short of the demand, now increased by liberated countries. Africa and Haiti are expected to maintain high production, but Mexico and Cuba have been seriously affected by droughts the past year, which may cut production there.

Before the war the Dutch East Indies and the Philippine islands were the main sources of supply for rope fibers, especially for Manila and sisal rope. While the United States and the Philippine governments, together with United States cordage manufacturers and former American exporters, began rehabilitation of the Philippine fiber industry over a year ago, it will be some time before exports can reach the United States. Although the plantations have been left substantially intact by the Japanese, equipment, such as baling presses, stripping machines, decorticating plants and scales, etc., have been removed or destroyed. New equipment has reached the islands in limited quantities, and now that the war is over the situation is expected to improve considerably. Before Philippine production can reach a maximum, however, inter and intra-island transportation must be reestablished, large areas of plantations long uncultivated must be redeveloped and some economic stability in the island affairs must be brought about. At the present time, money has little value in the Philippines and it has been necessary, therefore, to send consumer goods across the Pacific to trade for the fiber.

The situation in the Dutch East Indies is not known. It is presumed that the Japs removed or destroyed all equipment there, so that it would be several months before operations could commence. If the Japs did not maintain the sisal plantations, they will be useless for some time to come, for if large areas of plants have poled (blossomed), their usefulness as fiber-producing plants is gone, and it will mean several years before ample supplies of sisal will come on the market.

Heavy demands from England and Europe for hard fibers are indicated, and it will be many months before central Europe can harvest a hemp crop. Stockpiles of jute fiber are large in the United States and India, but jute rope will be difficult to obtain for civilian use, as the government is expected to continue its heavy requirements for cordage for another three to six months.

# Ending War Controls

By Richard P. White

The key to ending war controls is to be found in President Truman's message to Congress on September 6, 1945. He said:

"The following policies have been laid down and will be followed:

"Hold the line on prices—until fair competition can operate to prevent inflation and undue hardship on consumers.

"Hold wages in line where their increase would cause inflationary price rises.

"Remove all possible wartime government controls in order to speed and encourage reconversion and expansion.

"Prevent rapid decrease of wage incomes or purchasing power."

There are legal difficulties involved in terminating a war, and the controls and regulations promulgated by war agencies created by statute and by executive order of the President.

One group of statutes was made effective "in time of war" for the "duration of the present war" or "for the duration of war." Another group of statutes terminates "upon the cessation of hostilities" or "upon termination of the war."

These provisions will only be met by a formal proclamation by the President that hostilities have ceased and that the war has terminated, or by appropriate congressional action with the same effect, probably by concurrent resolution, which is not subject to veto.

The President said further in his message: "I urge that the Congress do not yet adopt a resolution proclaiming the termination of the war or the termination of the emergency or the cessation of hostilities." Legally we are still at war with the Axis powers. The statutory authority, under which war controls are continued, will therefore continue until the President, by proclamation, or the Congress, by concurrent resolution, proclaims the end of hostilities. Then within six months in some cases, two years in another (farm price support legislation), war controls will have to come to an end.

Other legislative enactments have definite termination dates. For example, the statutory authority for price

Address by Richard P. White, executive secretary of the American Association of Nurserymen at the convention of the California Association of Nurserymen at Los Angeles, September 26.

control and rent control will end June 30, 1946, under present law. The second war powers act, which contains authority for all rationing programs, expires, unless extended by Congress, December 31, 1945. Wage and salary stabilization programs can run until June 30, 1946. The selective service law does not expire until May 15, 1946. The war mobilization act does not expire until June 30, 1947.

However, even though legal authority for all wartime controls will probably remain with us for varying lengths of time, by revocations of administrative rules and regulations, many wartime controls over industry, agriculture and labor will disappear prior to the expiration of the authority for them. We have already seen a rapid series of revocations in some agencies.

Since V-J day we have seen an end to gasoline rationing; the end of the controlled materials plan of WPB; the revocation of hundreds of limitation orders of WPB regulating the manufacture, distribution and use of thousands of civilian commodities; the end of all hiring controls of the War Manpower Commission; the end of wage and salary stabilization controls, with the exception of those on agricultural labor, as long as increases do not result in requests for price ceiling advances. Convention bans have been completely removed; most transportation controls have been revoked; catalog paper quotas no longer limit us; construction and building controls will be off October 15; farm machinery rationing is over; reconversion on the whole is progressing rapidly and a new era is "just around the corner."

## Materials Control.

Almost everything that we as an industry need may be ordered and used, if obtainable, without government regulation. All of our AA ratings for operating supplies are gone. Only three priority ratings remain, an AAA for emergencies, an MM for military and a CC for bottleneck breaking in the reconversion of plants to civilian production.

Cordage, burlap, tin, rubber and temporarily lumber will continue to be short until the 1946 crop is harvested and processed, until stock piles are partially replenished, or until the services release their surpluses, if any, and cutback their requirements.

Jute cordage and burlap may ease in the near future as a result of release of service stock piles; Manila rope and hemp will remain tight and under control for some time, as will binder twine. Tin is still a critical metal, and regulations under conservation orders M-81 and M-72a on the use of tins for nursery stock production will continue until foreign tin reaches our shores in sufficient quantity to relieve our current shortage.

Rubber from the Far East has already started to arrive, but it will be many months before it arrives in quantity. It seems now, however, that there is a good possibility of this industry having available to it natural rubber bud strips for 1946.

Lumber, they tell me, will be oozing out of our ears by the end of the year, and this item, extremely critical during the war, is no longer critical, and stock piles in retail lumber yards of the country will soon appear. The expected housing boom will keep lumber from becoming plentiful for many years.

Pulp and paper products, such as kraft paper, fiberboard containers and rolls, should cause no further trouble to us. Pulp is coming in now from Sweden, our own production is being stepped up, and by spring supplies of packaging materials should be available to all.

## Manpower Controls.

Soon after V-J day, all hiring controls were revoked. Out the window went certificates of availability, manpower priority referrals, employee ceilings, critical labor shortage areas, and lists of critical and essential occupations, which so largely controlled selective service deferments. The War Manpower Commission, now transferred to the Department of Labor, has left to it the USES, and this function by law goes back to the states ninety days after the official ending of the war.

The governors want the employment services back now. They have requested their return from the President, who agreed that they should be returned at the earliest possible moment. However, the earliest possible moment, according to the President in his message to Congress September 6, was not before the expiration of the war mobilization act, June 30, 1947. It is freely predicted that Congress will return the loaned

employment services to the states prior to that time.

#### Wage and Salary Controls.

Under the economic stabilization act the control of wages and salaries was delegated by the Office of Economic Stabilization to the Treasury Department for salaried employees of over \$5,000 annual salary and all salaried employees in professional, administrative or executive capacities receiving less than \$5,000 per annum; to the War Labor Board for all other employees except agricultural employees, control over the wages and salaries of which was delegated to the United States Department of Agriculture.

The Treasury Department salary stabilization unit and the War Labor Board, now a part of the Labor Department, have relaxed their controls so that permission is no longer necessary to increase wages and salaries, commissions or bonuses of employees

[Continued on page 30.]

#### COOPERATIVE ADVERTISING.

With the slogan "Buy from your local grower," a group of Massachusetts nursery firms, all members of the Massachusetts Nurserymen's Association, participated last spring in a cooperative advertising campaign that proved highly successful.

Last winter at the meetings of the Massachusetts Nurserymen's Association and the New England Nurserymen's Association there was considerable discussion about publicity and advertising campaigns. While the New England group decided to undertake a publicity campaign, the Massachusetts men were of the opinion that direct advertising might be of more benefit to them. A strong supporter of the advertising program, Luke C. May, president of the Lexington Nurseries, Inc., Lexington, Mass., was appointed to head a committee to determine the feasibility of advertising by the association. Assisting him were Cornelius Van Tol, of the Van Tol Nurseries, Falmouth, and George Tobey, of the Framingham Nurseries, Framingham.

By mid-March an advertising campaign had been outlined and presented to the executive committee of the Massachusetts Nurserymen's Association, but inasmuch as the organization was not incorporated, the executive committee decided not to go ahead with the program at that time. Meanwhile, various members in the Boston area expressed the opinion that cooperative advertising might be most beneficial and joined together to undertake such a pro-

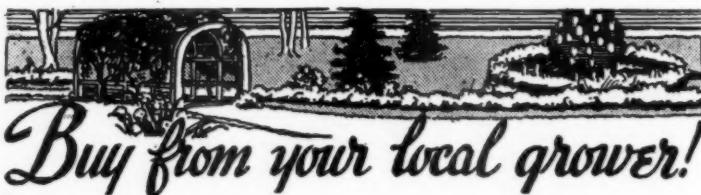
gram. The association gave its approval, deciding that the firms might advertise, not as the association, but as members of the association.

The group of firms engaging in the program included Bay State Nurseries, Inc., North Abington; Frost & Higgins Co., Arlington; Landscape Service Co., Framingham; Lexington Nurseries, Lexington; Littlefield-Wyman Nurseries, Abington; Weston Nurseries, Inc., Weston, and Wyman's Framingham Nurseries, Framingham. Approximately \$700 was solicited from these firms to be used for advertising purposes during the spring. Mr. May was selected to represent the group and Dr. C. J. Gilgut, secretary of the Massachusetts Nurserymen's Association, worked with him. The advertisements were prepared by Mr. May, Dr. Gilgut and Arthur Sampson, an advertising agent.

The only stipulation that the Massachusetts Nurserymen's Association made concerning the advertising copy was that the advertisements should in no way discriminate against

any other firms that might or might not be members of the association. The advertisement reproduced on this page is one of the series run by nursery firms for ten weeks in the Boston Post and the Boston Herald. The copy remained more or less the same, but the cartoon was changed each week. The copy is impartial and, after giving reasons for buying from one's local grower, states only that the advertisement is sponsored by the group of nursery firms listed and that they are all members of the Massachusetts Nurserymen's Association.

The advertisements were so designed that the various firms which sponsored them could tie in their individual advertising by using the same slogan, "Buy from your local grower." All those cooperating in the program were so well satisfied with the results that they are planning to continue the advertisements. It is possible that when the Massachusetts Nurserymen's Association is incorporated it may run the advertisements under its name.



#### Here's why:

- He is a neighbor who understands local conditions, and is always available for consultation and service all-year round.
- His plants—as fine as any in the U. S.—are acclimated to this part of the country.
- His plants like our soils. That's where they are grown, and that is the kind of soil that YOU will give them.
- The trees, shrubs and perennials you buy of him will be out of the ground but a short time—from his nurseries to your garden is such a short trip.
- Your local grower is your garden's best friend.

*This advertisement is sponsored by*

**BAY STATE NURSERIES, Inc.**  
Abington

**THE FROST & HIGGINS CO.**  
Arlington

**HARLAN P. KELSEY, Inc.**  
East Boxford

**WYMAN'S FRAMINGHAM NURSERIES, Framingham**

**THE LANDSCAPE SERVICE CO.**  
Framingham

**LEXINGTON NURSERIES, Inc.**  
Lexington

**WESTON NURSERIES, Inc.**  
Weston

*All of whom are members of the  
MASSACHUSETTS NURSERYMEN'S ASSOCIATION*

# New Jersey Victory Party

By P. P. Pirone

The 300 nurserymen and agricultural and political leaders attending the victory party sponsored by the Princeton Nurseries in cooperation with the New Jersey Association of Nurserymen, September 15, at Princeton, N. J., will long remember the occasion. With "everything on the house" from pickles to superb roast beef and with games and refreshments before, between and after, everyone concluded that the affair could not have been done up in better style. Arrangements were so carefully made, that even the pesky housefly, which normally abounds in great numbers at such affairs, was only occasionally noticeable. The entire packing shed had been sprayed with DDT a few days before the meeting and the few flies which were visible were apparently migrants. Even the overcast day and occasional showers did not dampen the enthusiasm of the celebrants.

Early arrivals were ushered into the gayly decorated, 80x300-foot packing shed, into one corner of which was installed a 50-foot bar, rail and all. Across the way were tables filled with excellent cold snacks which clearly belied any food shortage.

The affair was topped off with an excellent roast beef dinner catered by Howard Johnson Restaurants in typical prewar style and service.

A 9-piece band supplied popular music throughout the day and during dinner. Victrola records were played over a loudspeaker system whenever the band was resting or eating. A bus made 20-minute trips around a part of the nursery with guests desiring to see the hundreds of acres of stock being grown by Princeton Nurseries.

The party's host, William Flemer, Jr., head of Princeton Nurseries, stated the reasons for staging the party while addressing the group at dinner time. One, he said, was to celebrate the victory for which we are all thankful.

"Many of you recall a similar event held here five years ago almost to the day," he continued. "A few of you will recall the prediction I made on that day. I said that I believed war would soon come upon us. I also said that if war came and if we won that war, we would have another party five years from that date. Today's party, then, is a fulfillment of the prediction I made in 1940."

After welcoming his guests, Mr. Flemer introduced a number of key workers in his firm and thanked them for their long and faithful service. He then turned over the remainder of the dinner program to Herbert Voorhees, president of the New Jersey Farm Bureau, who acted as toastmaster. Being adept at his job, Mr. Voorhees did not permit any speeches, but merely introduced the better known guests at the party and allowed them to tell a story or give a brief message.

Mr. Voorhees pointed out that most of the food served was produced at Princeton Nurseries. He congratulated the firm for its excellent record during wartime by producing nearly 300 acres of food crops annually. He then introduced Mrs. William Flemer, Jr., and five of New Jersey's top agricultural agents: R. E. Harmon, Essex county; O. G. Bowen, Middlesex; Richard Lippincott, Passaic; Fred Osman, Union, and James Fawcett, Warren county.

The following guests at the speaker's table were then introduced: Col. Arthur Foran, former state senator, now head of the New Jersey milk control board; W. H. Allen, secretary of agriculture for New Jersey; Charles Cane, member New Jersey board of agriculture; George White, of Bobbink & Atkins, vice-president

of the New Jersey Association of Nurserymen; Albert F. Meehan, Dresher, Pa., secretary of the Pennsylvania Nurserymen's Association; Howard Taylor, Eastview, N. Y., treasurer, American Association of Nurserymen; R. P. White, Washington, D. C., executive secretary, A. A. N.; C. R. Jacobus, president, New Jersey Association of Nurserymen; Fred Jackson, publicity director, New Jersey department of agriculture; C. W. M. Hess, former New Jersey Association of Nurserymen president, member New Jersey board of agriculture; Joe Lane, advertising manager, House and Garden magazine; Louis Vanderbrook, Manchester, Conn., secretary, New England Association of Nurserymen; Frank LaBar, Stroudsburg, Pa., past president A. A. N.; Lester Collins, president, New Jersey Peach Council; Charles A. Eaton, Jr., executive vice-president, New Jersey Chamber of Commerce and son of U. S. Congressman Charles Eaton; William Flemer III, eldest son of the host, who has just returned from several years' active duty in Europe; John Flemer, 15 years old, youngest of the Flemer boys (a third son is in the air corps and was unable to attend), and P. P. Pirone, secretary, New Jersey Association of Nurserymen.

[Concluded on page 29.]



Among the Prominent Guests at the New Jersey Victory Party.

Standing, left to right: George White, Lester Collins, Walter Pitzenka, Col. Arthur Foran, Wm. Flemer, Jr.; A. F. Meehan, Wm. Flemer III, C. C. Seabrook, Willard H. Allen, Charles Cane, C. R. Jacobus, Chas. A. Eaton, Jr.; Louis Vanderbrook, and Howard Taylor.

Seated, left to right: C. W. M. Hess, Dr. R. P. White, John Flemer, Herbert Voorhees and Walton Kostenbeder.

# Beginning in the Nursery Business

## II. RETAIL SALESYARDS—CASH AND CARRY (Continued)

By John J. Pinney

Your most critical job will be deciding what to sell. Of what value are the most skillfully laid selling plans if you do not have what the public wants? One of the hardest lessons many nurserymen have to learn is that the most profitable nursery stock is not necessarily that which is easiest to grow, or the kind that they themselves like best; rather, it is the kind that the customer wants.

Fortunately, you do not need to guess. Accurate, dependable information is available. Wholesale nurserymen know from experience just what varieties of fruit and ornamental stock are in demand in a given section. They also know in what proportions they can be expected to sell. Progressive wholesale nurserymen keep accurate records on which to base their recommendations; so it is not a matter of guesswork or memory. Varieties which do not sell in sufficient quantities to be profitable are discarded from their assortments.

Regrettably, many varieties which have great merit have not proved popular enough to be profitable. In general, the best known varieties are the ones that sell best. Everyone has heard of Elberta peaches. It is no trouble at all to sell Elberta peach trees through retail outlets; much easier, in fact, than many other less familiar, but higher-quality peaches.

Give the public what it wants. If you keep that in mind when you select your starting assortments you cannot go far wrong. Your original investment should be almost entirely in varieties of known popularity. Then after you have your business started and have an established clientele, you can add other varieties for which you have experienced a consistent demand. Remain alert to the inquiries of your customers for varieties you do not have, so that you will know what additional varieties it will pay you to carry in stock.

### Where Should You Buy It?

Perhaps by this time you are wondering where you should buy your nursery stock. These few suggestions may prove helpful:

You can feel pretty safe in buying from firms that advertise consistently in the nursery trade papers. Trade papers, especially those in the nursery industry, are very conscious of their responsibility to their subscrib-

Supplementing general pamphlets issued by governmental agencies and colleges instructing returned war veterans on opportunities and problems in starting their own business enterprises, this series of articles deals particularly with the nursery field. The various methods of sales operation are treated in separate articles, to point out the essentials of each form of business.

While directed primarily to the returned veterans seeking to establish themselves in this business, the articles will be available to others of limited experience. Reprints will be made available for distribution to your sons or employees in service, or to others who might benefit. Just send names and addresses if you wish the articles mailed direct as they appear, or write the editor the number of reprints you would like for your own use. There is no charge—this service is contributed by the magazine in the veterans' behalf.

ers. Just as they check carefully all editorial material, so do they guard zealously against all irresponsible advertisers. A nursery with a shady reputation would have a difficult time buying advertising space in a trade paper.

One of the commonest errors that beginners fall into is that of shopping around too much. Observe the practice followed by the average retail store. Your grocer depends largely on only a few wholesale houses for most of his merchandise. The same is true of hardware merchants, clothiers, druggists, etc. They know from experience this is the most economical practice.

By getting prices from a large number of wholesale houses and distributing your orders widely you may save small amounts on some items, but in the long run you will find that practice does not work out to your best advantage. In the first place, you will have to keep track of a lot of different purchases, thus complicating your office work. Receiving your stock in many small shipments will not only increase delivery and packing costs, but give rise to numerous inconveniences caused by failures to ship on time, delays in transit and errors in filling orders. Experience shows you actually save money by confining your purchases to a comparatively few firms.

Another advantage that we should emphasize is the reward of loyalty. If you buy from the same firms year after year, these firms will go all-out

in helping you when the going gets rough. When stock is scarce you, as a regular customer, will be favored. Should you need extended credit, you will find your wholesale houses inclined to be lenient with you. Have confidence in your wholesale sources, consult them frequently and respect their advice.

### Displaying Your Merchandise.

Among the best paid men in large retail mercantile organizations are the so-called "merchandise men." Their job is to sell the merchandise—not over the counter as clerks, but by creating a desire for it. They are idea men, and they are paid for thinking. Their ideas are translated into effective advertising, attractive and unusual displays, and enthusiasm on the part of the folks selling the merchandise.

Let's consider the task of merchandising nursery stock: Aside from evergreens, the displaying of nursery stock poses a tough problem for the merchandise man. Dormant, leafless trees and shrubs are anything but attractive, except in a poetic sort of way that does not fill the cash box. Since the dead-appearing "brush" cannot be made attractive in itself, we must strive to arrange it in such a way that our customers' interest will be aroused.

Plan your displays thoughtfully, keeping in mind that your salesyard is really an outdoor store. Insofar as you are able, display the fastest-selling items in the most accessible places; in the remotest parts of the yard place the slow sellers. In this way you can save yourself and your customers many steps.

You have noticed how your grocer classifies his merchandise and displays it accordingly—breakfast foods all in one section, canned vegetables in another, spices in another, etc. Locate the right section and you will find the article you are looking for, or you have a right to assume it isn't in the store. Follow the same practice in arranging your displays. Hit-and-miss arrangements are mighty discouraging to the shopper. If he is looking for shrubs, he should find them all in one section. The same should be true of fruit trees, evergreens, roses, hedge plants, perennials and whatever else you are selling. Reserve space in each section to

# SHADE TREE BARGAINS

Young, cultivated trees with good heads. Shade trees are scarce, especially Sycamores and Elms. Prices are good for orders placed this fall. To facilitate shipping, we cannot accept orders for less than a truckload or carload.

		Per 100
300 Horse Chestnut	1 1/4 to 1 1/2 ins.	\$250.00
300 Hackberry	1 3/4 to 2 ins.	185.00
400 Hackberry	2 to 2 1/2 ins.	275.00
400 American Ash	1 1/2 to 1 3/4 ins.	175.00
200 American Ash	1 3/4 to 2 ins.	225.00
300 American Ash	2 to 2 1/2 ins.	250.00
700 Bolleana Poplar	8 to 10 ft.	80.00
1000 Lombardy Poplar	8 to 10 ft.	50.00
800 American Sycamore	1 1/2 to 1 3/4 ins.	225.00
400 American Sycamore	1 3/4 to 2 ins.	300.00
300 American Sycamore	2 to 2 1/2 ins.	325.00
400 Honey Locust	1 1/4 to 1 1/2 ins.	200.00
300 Honey Locust	1 1/2 to 1 3/4 ins.	225.00
200 Honey Locust	1 3/4 to 2 ins.	250.00
200 Honey Locust	2 to 2 1/2 ins.	300.00
500 Thornless Honey Locust	1 1/4 to 1 1/2 ins.	225.00
200 Thornless Honey Locust	1 1/2 to 1 3/4 ins.	250.00
1000 American Elm	1 1/4 to 1 1/2 ins.	150.00
1000 American Elm	1 1/2 to 1 3/4 ins.	175.00
300 English Elm	1 1/2 to 1 3/4 ins.	275.00
400 English Elm	1 3/4 to 2 ins.	350.00
300 English Elm	2 to 2 1/2 ins.	400.00
1000 Chinese Elm	1 1/4 to 1 1/2 ins.	125.00
500 Chinese Elm	1 1/2 to 1 3/4 ins.	175.00
500 Chinese Elm	1 3/4 to 2 ins.	200.00

## RED MAPLES

These are on leased land and have to be sold.

		Per 10
90 Red Maple	1 1/4 to 1 1/2 ins.	\$17.50
100 Red Maple	1 1/2 to 1 3/4 ins.	25.00
100 Red Maple	1 3/4 to 2 ins.	35.00

**I. E. ILGENFRITZ' SONS CO.**  
**Monroe, Mich.**

take care of additional varieties you might want to add later on.

#### Heeling Stock in Beds.

You can heel (nurseryman's term for temporary planting) the nursery stock directly in the ground in the display beds, or it may be heeled in bins made of boards on edge and filled with peat moss or sawdust. These should be from ten inches to a foot deep. The chief advantage of using bins is the ease with which nursery stock is heeled in upon arrival and removed after it is sold. However, if your yard is fairly large, the investment in boards and peat for the bins would be considerable.

Nursery stock heeled in the ground keeps better and if it is unsold at the end of the season it can be left where it is until the next season. Be sure to leave plenty of room between plants, so that when one is removed those adjoining will not be disturbed too much.

A successful salesyard that we once visited was patterned after the displays in the dime store. There were several wide aisles running the length of the yard. Between these aisles and at right angles to them were the beds of nursery stock, corresponding to the store counters. The trees and shrubs were planted in rows across the beds, which were of such width that one could reach to the center of the bed. Thus every plant was accessible from one side of the bed or the other. The rows in the beds were spaced far enough apart to permit a man to walk in and dig any plants without interfering with adjoining rows.

No small part of the success of this salesyard was due to the practice of labeling and pricing everything. Price is important to the average customer. He wants to know the cost before he makes up his mind to buy. You have seen merchandise attractively displayed in store windows but with the price tag removed or carefully turned down. Your reaction is a feeling that the merchandise is expensive.

In the salesyard we are describing, each section was identified by a neat but legible sign and no doubt was left in the mind of the customer about the prices. Where possible, varieties were grouped under one price, which was shown on a small sign in the bed. When this was not a practical procedure, each variety and size was priced separately. In some cases, such as evergreens, each specimen carried a price tag.

Evergreens are your best bet for front-window dressing. They are green the year around and lend them-

selves readily to rich, attractive displays. A demonstration foundation planting around your office or service building, showing effective ways to use evergreens at entrances, corners and intersections, will help you make many sales. Several well balanced groups of evergreens planted at strategic points in the salesyard will pay dividends, but don't go in too heavily for demonstration planting. Those who have gone all-out on the idea find that it does not produce results commensurate with the expense of planting and maintaining such displays.

#### Handling Evergreens.

Evergreens need special handling. Usually the roots are dug with a ball of soil, which is wrapped with burlap. Because of the size and weight of the balls, it is not practical to heel them in and then dig them out again after the trees have been sold. A better way is to make bins about a foot deep and heel the evergreens in peat, sawdust or shavings in these bins. Don't let the balls dry out, because that will be fatal to the evergreens.

A word of caution will be in order here: Never lift an evergreen by the top; be sure to caution your employees about this. Handling by the top will break the roots loose and injure the ball. Always handle the trees by lifting the balls of earth. If you have any evergreens left over at the end of the season, you can plant them in the ground to carry them over until the following season.

#### Allied Sales Lines.

One of the big problems in all types of nursery business is to maintain a steady income between seasons. The cash-and-carry nurserymen have a special advantage in this respect, because they can sell allied lines of merchandise during the summer. Bedding plants, vegetable plants, seeds, insecticides, fertilizers and garden tools are some of the lines that fit in well with the cash-and-carry nursery business.

You will find that these additional items will bring more customers and increase your volume of business. A customer for a bag of fertilizer is a potential buyer of a rose garden and vice versa. Capitalizing on this idea many years ago, a few progressive department stores advertised certain popular items of nursery stock, such as rosebushes and hedge plants. Folks who might not otherwise have entered the stores became customers. An outgrowth of this idea is the modern garden shops to be found

in nearly all of the larger department stores today.

There are some, no doubt, who will object to a nursery's offering anything but nursery stock, just as they are opposed to drugstores' selling sandwiches, tobacco shops' selling haberdashery and grocery stores' selling toothpaste and aspirin. The customer has no such prejudices. If you can supply him with what he wants, that is all he is interested in. These shifts in retailing have come to stay, and further rearrangements are on the way.

Victor Lebow, a marketing specialist, writing in Harper's magazine for July, 1945, says, "Many retailers who desire to stay in business will either have to offer some specialty to a very restricted group of customers or adapt his store to the trend toward mass distribution, for that is the direction in which retailing is headed."

[Next installment on cash-and-carry selling.]

#### BIDS ON LANDSCAPE JOBS.

When construction order L-41 was ordered revoked October 15 by John W. Snyder, head of the War Mobilization and Reconversion Office, as announced in the preceding issue, it was done over the opposition of Chester Bowles, head of the Office of Price Administration. The latter thereupon announced that he will tighten maximum price regulations on all building materials and services, presumably meaning tighter enforcement.

The A. A. N. news letter reminds members that "the connection of the nursery industry with the Office of Price Administration is through maximum price regulation 251. In bidding or quoting on landscape jobs, your bid or quotation should be made on the basis of stock planted—not one quotation for the nursery stock and another for planting or service charges. Up to this time, at least, two separate quotations could be made without becoming involved with the regulations of revised maximum price regulation 251, since the chief counsel, building materials branch, OPA, wrote to us as follows: 'Maximum price regulation 251 . . . establishes maximum prices for landscaping services when the service charge is not made simultaneously by the seller of the exempt commodity and is not a part of the exempt sale.' With Mr. Bowles publicly announcing that he is going to tighten the reins on maximum price regulations on building materials and services, the safest procedure would be to quote on a 'planted' basis."

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## The GARDEN SHOP, Inc.

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Kansas City, Kansas

# Blue Flowers Through the Year

By C. W. Wood

Because blue is one of the most sought after colors in gardens, it may be profitable to devote our space in one issue or two to that subject. We shall give the term blue a little broader interpretation, however, than the lexicographer when he defines the word as "of the color of the spectrum between wave lengths .505 and .415 micron, and more especially .487 and .460, or of such light mixed with white; azure, cerulean." Rather, it will be broadened out to include the various shades usually lumped with blue in the not too precise gardener's mind. I shall not attempt to include every blue flower of the year, for that would be a voluminous task, and the more familiar ones will receive little attention unless ideas come to mind for their felicitous use.

That last thought should, it seems to me, be more and more in the neighborhood nurseryman's mind. Most of one's customers know much of the material we have to offer in an offhand way. Unless it is out of the ordinary, they know the color of the different flowers, the height of the plants and when they bloom. But, having been brought up in the days of bonbon gardening, few of them know how to use their material to bring out its best qualities. Some care in arranging one's show garden not only helps to supply that lack, but it also suggests ways to use the plants in quantities. And that is good salesmanship.

"Blue is a lovely and beloved color at any season in the garden, but in the spring it is, verily, the salt in the broth," wrote Mrs. Wilder years ago. It still remains as true today as it was then. If you will take an inventory of your first flowers of the year, you will likely find these prominent in your list: Adonis, anemone, winter aconite, narcissus, snowdrop, snowflake, chionodoxa, scilla hyacinthus and a number of venturesome shrubs. Aside from the last, you will notice that they are practically all bulbs and you will note further that white and yellow are the dominant colors. Now, white and yellow are both pleasing shades or they would not be found so lavishly used in nature. But in spring more than any other time of year, we need something more vivid than either to cheer us on our way. So we turn to blues (until we come to aubrietas, primroses and tulips, there are few other live shades available

in the garden) for the fillip. It will be noted, too, that the blues mentioned previously all came from bulbs. Unfortunately, many neighborhood growers think it unprofitable to bother with these small bulbs. It may be the part of wisdom, especially if time and space are limited, to keep these miscellaneous small fry out of one's growing schedule, but that does not mean that one cannot turn a few honest dollars by stocking the product of the specialists' labors. There need be no losses in the venture, either, because leftovers, if any, may be planted in the show garden and sold another time. The foregoing thoughts refer to the items to be found in ordinary trade channels. There is a host of material in snowdrops, squills, crocuses and grape hyacinths which is seldom found in American gardens that would pay investigation.

Before going on to the next division of our subject, may I suggest a few pretty spring combinations, using the blues mentioned before as one component? Chionodoxa and the yellow viola, *V. lutea*; grape hyacinths above a carpet of *Arabis albida*; *Corydalis cheilanthifolia* interplanted with *Chionodoxa sardensis*. After growing these early comers in your garden, you will be able to work out a host of other felicitous associations.

Forget-me-nots are among my favorite blue flowers of spring. That is true for a number of reasons, but mainly, I suppose, because they give so freely for so little. They have had their praises sung by poets for untold generations and have occupied a warm spot in the affections of gardeners for even longer. Yet there is not a little dissatisfaction among the latter, especially among beginners, because they do not always realize the limits of the different kinds. Of all the tragedies of the garden, few can be worse than to see *Myosotis palustris* stuck away in a hot dry spot or *M. rupicola* slowly pass out of the picture in a shallow moisture-clogged soil. There is material here for almost every part of the garden, provided we select the right kinds for the different spots we have to fill. It will not be necessary to enter into a long discussion of all forms of forget-me-nots mentioned in catalogs, but it may be well to cover some of the lesser known kinds and to mention a few associates for them.

There seems to be not a little confusion about the plant known to gardeners as *M. rupicola*. The Cyclopedias of Horticulture gives this as a synonym of *M. alpestris*, but experienced plant growers and some botanists give it the dignity of a species. Botanically speaking, it may be

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PAINTED LADY. Silvery pink salmon with red eye.	36-in.	1.75 15.00
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WORLD PEACE (New). There can be no better name for this beautiful Phlox. Its growth is as strong as we want Peace to be and its color as innocent and pure as we want our hearts to grow. A very strong grower, this Phlox has foliage like that of Miss Lingard, dark green glossy leaves, full of health and vigor, with enormous pure white flowers on strong sturdy stems, such as are unusual for a Phlox.	4.00	35.00

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PERENNIALS AND WELLER'S HARDY BOXWOOD.

no more than a form of *alpestris*, from the gardener's point of view, it is entirely distinct. Culturally speaking, it is a little more difficult to grow, requiring a deep and well drained soil, and it needs more moisture at the roots than we find necessary in the case of *alpestris*. Here in northern Michigan *rupicola* did well in a bed of half gravel and half sandy loam well mixed with leaf mold and filled in to a depth of eighteen inches. The plants seemed to do equally well in full sun or where they got some shade during midday so long as they had moisture at the roots.

Nor are the cultural needs of the two plants the only difference gardeners will find between *rupicola* and *alpestris*. As one observer has pointed out, the former "may easily be known from other forget-me-not forms by the peculiarity of its central head of buds and blossoms being conspicuously large." Instead of three to eight inches of *alpestris*, *rupicola* commenced to bloom when no more than an inch and never exceeded two inches in this garden. This is the true alpine forget-me-not from high places in Scotland and perhaps elsewhere and is the queen of the race so far as the rock garden is concerned. It is a lovely sky-blue that can compete with anything of its season or any other time of year.

*Alpestris* has been so altered by natural and artificial selection that the term has little meaning to modern gardeners. And according to observations made in the garden of a myriad selections grown during the last quarter of a century, there is far less of the species in commerce than is generally supposed, much of the material listed as *alpestris* being *M. sylvatica*. As a matter of fact, I notice since commencing to write this note that *Hortus* claims *alpestris* is not known to be in cultivation at all. The two are similar except that *sylvatica* may grow as tall as eighteen inches or two feet instead of the five to eight inches of the other. The best garden form of this polymorphous forget-me-not that I have found is its variety *stricta*, the branches of which are all erect and strict, forming a tight clump of foliage and dense heads of flowers (blue, pink or white) which lend themselves to any sort of manipulation in the garden. Being of a biennial nature, it needs renewing every year and furnishes the nurseryman with a true bread-and-butter item. Work out some blue and white and blue and pink combinations in your show garden if you would see how the customers will enthuse over forget-me-nots.

*Veronica* is so vast in numbers that it would easily fill an entire issue of the American Nurseryman if all were to be said about it that the genus deserves. I shall, however, confine myself to a few of the better kinds, pointing out, if I can, a few ways to use them in the garden to bring out all their beauty.

One would think, after looking through the general run of gardens, that *veronica* consists of little more than two species, *V. longifolia* and *V. spicata*. It is true that *longifolia* in its variety *subsessilis* is a truly fine plant, both for cutting and for garden adornment, and deserves all the attention that it gets. In fact, there are few plants of greater merit for both purposes during its long season of flowering from July until late September (probably later farther south). It is too well known to need further comment, except to point out a few pleasant associates. One that I recall with pleasure was the *veronica* planted in front of a tall mullein, yellow, with a white phlox as a companion. Another that comes to mind used *bocconia* as a background, in front of which was a large mass of the *veronica* interplanted with white *platycodon* with violet annual *alyssum* as an edging. The other of the two popular kinds, *V. spicata*, was rather fully discussed, together with its confused naming in gardens, in a recent issue; so that need not be repeated here.

Nor does it seem necessary to go into details regarding the fifty or more kinds listed in European catalogs. It is enough to say that aside from a few species, such as *incana*, *teucrium* (*rupestris*) and *repens*, few can be found in our nurseries. When it is remembered that most of them are easily grown from seeds and that seeds of upward of fifty species are

readily available in normal times, it would seem that American growers are missing a real opportunity. One would not want all of them, to be sure, but there is material in that long list of names that would pep up any plant-growing business. It might be profitable to mention two or three kinds now available that deserve more attention than they now receive.

To answer the constant call from gardeners for shallow-rooting ground covers, as over small bulbs, there are few happier solutions than the tiny *V. repens*. It makes a perfectly flat mat of green, on which shine for a month or more in spring numerous pale blue salvers. The shallow-rooting habit calls for some attention to its moisture needs when the weather turns dry; otherwise it is quite indestructible in this climate.

*Veronica gentianoides*, a speedwell all too seldom seen in gardens, deserves more attention than it now receives. In the first place, it is one of the first *veronicas* to bloom, usually flowering by May 1 in latitude 45 degrees north. The floras tell us it is a native of wet alpine meadows of southern Europe; so it is not surprising to find that it does well with us in full sun when it is assured an abundance of moisture in well drained soil. But experience teaches that sunshine is not an essential part of its life, for we find that it does quite well in half or more shade and that it then needs less moisture. Nor does it need the fertile soil with which we usually associate an alpine meadow. It is, in fact, a good plant for lean rock garden soil, if the proper amount of moisture is present. It then stays under a foot in height. But in the rich soil of the border, it may get as much as two feet tall and then makes a good companion, with

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<i>Globe Arborvitae, Woodwardi or Compacta</i> , 15 to 18 ins.	1.25
<i>Pin Oak</i> , 1½ to 1¾-in. cal.	2.00
<i>Pin Oak</i> , 1¾ to 2-in. cal.	2.50
<i>Pin Oak</i> , 2 to 2½-in. cal.	3.00
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its pale blue flowers, for many of the spring-blooming plants. Truly, it is a good thing to have in the spring garden, be it in rock garden, border or elsewhere. One could go on with the speedwells for a long time, but we must hasten on.

Before going on to some of the larger classes of blues, I should like to say a few words in praise of a much neglected native, *Amsonia tabernaemontana*. It has been known since the early days of this country, yet even today one can visit many a garden before a single plant is found. Naturally, it grows in damp places throughout much of the eastern United States. It will be found, however, that it can abandon its moist home with ease. Here, at least, it persists in the driest part of the garden in part shade and there makes a pretty ornament from the time its 2-foot to 3-foot stems appear to its going in autumn. A part of its charm to me is its willowlike leaves, but the terminal panicles of small pale blue flowers for close to two months in early summer is its crowning glory. It is never a showy plant, and that may be the reason for its neglect, but it is a splendid landscape item, blending itself into many a pleasing picture.

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**FALL  
1945**

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18 to 24 inches.....	27.50	.....
2 to 2½ feet.....	32.50	275.00
2½ to 3 feet.....	37.50	325.00
<i>Euonymus alatus</i> . Winged Euonymus.		
18 to 24 inches.....	35.00	325.00
2 to 3 feet.....	47.50	425.00
3 to 4 feet.....	60.00	525.00
<i>Forsythia intermedia nana</i> . Dwarf Border Forsythia.		
18 to 24 inches.....	20.00	.....
2 to 2½ feet.....	25.00	.....
2½ to 3 feet.....	30.00	.....
<i>Ilex verticillata</i> . Common Winterberry or Black Alder.		
18 to 24 inches.....	20.00	.....
2 to 3 feet.....	25.00	.....
3 to 4 feet.....	32.50	275.00
4 to 5 feet.....	40.00	.....
<i>Rhodotypos kerrioides (scandens)</i> . Black Jetbeam.		
18 to 24 inches.....	25.00	225.00
2 to 3 feet.....	32.50	.....

Write for our complete Wholesale Price List.

**BRYANT'S NURSERIES**  
Arthur Bryant & Son

Princeton, Illinois

installment is closed to recommend briefly the jasione. At least three kinds, *Jasione perennans*, *J. humilis* and *J. supina*, deserve the attention of all lovers of blue flowers. The first of these is an easy plant, doing well in any well drained spot in sun or part shade. There it will grow from

six to ten inches tall, with scabiosa-like heads of lavender-blue flowers during June. *Humilis* is a gem for a sunny spot that does not become bone dry. When happy it commences in June to produce its heads of bright blue flowers on stems to six or eight inches in height. If every-

thing goes well and it is not allowed to form seeds, it should continue through the summer. *J. supina* is about the same height and has light blue flowers. If you have not grown these jasiones, it might pay you to investigate them.

[To be continued.]

#### ORIENTAL FRUIT MOTH.

California has revoked its intra-state quarantine on the Oriental fruit moth because of the finding of new infested areas in 1945. It is expected by some that the California interstate quarantine will be revoked as soon as the necessary procedure can be followed. New infestations in Colorado, Utah and Idaho in 1944, it is reported, were located around terminal markets, indicating introduction of the pest on fresh fruit and containers. Nursery stock seems to have been an insignificant carrier of the moth.

#### JERSEY GROWERS' SCHOOL.

October 17 a growers' school and meeting will be held at the Camden county vocational school, Merchantville, N. J., which is sponsored by the New Jersey department of agriculture.

Prof. Harry O. Yates started the group ten years ago with a few growers of flowers, and it has increased each year; generally from 50 to 300 attend. Floriculture, from the soil to the market, is discussed by the members of the staff and well known persons in the industry.

The school is in direct contact with the New Brunswick experimental station, and study and research of individual problems are made there between meetings of the school.

Dr. Davidson and Prof. R. B. Farnham, both of the experimental station, visit the Merchantville school frequently and lecture during their visits. Both will attend October 17.

The meetings are generally open ones, and each member is asked to present his problems or give constructive suggestions. Controls for plant disease, insect pests and insecticides are discussed. Root growth and the cold treatment of young plants are analyzed from a growers' viewpoint, and the marketing of various flowers, shrubs and ornamental and fruit trees is outlined.

A. R. P.

HAVING been engaged in defense work for the duration, John M. Miller, son of Phil Miller, of the Miller Nursery, Jackson, Mich., is opening the Green Ridge Nursery, at Northville, Mich.

# This Business of Ours

*Reflections on the Progress and Problems of Nurserymen*

By Ernest Heming

#### CORK.

The other day Dr. Giles Cooke, of the research department of the Crown Cork & Seal Co., Baltimore, Md., came to see the cork trees, *Quercus suber*, we had raised from the acorns sent us two years ago.

The story behind this company's program will make interesting reading to nurserymen who do not know about it. This firm, a large user of cork, operating in this country and abroad, apparently became concerned with what a war could do to their sources of cork. The company has set out to make this tree well established in every section of the country in which it will thrive. There have been and are a few scattered trees through the southern states and out in California. A small amount of cork has even been harvested in California.

According to Dr. Cooke, there are about 200,000,000 cork trees along the Mediterranean perimeter, in Africa, Spain and Portugal, where the cork crop is grown at present. The Crown Cork & Seal Co. has planned to propagate 200,000 trees a year and to have them disseminated throughout the sections of the United States in which they will grow. The cork tree, an evergreen oak, requires a mild, but not too wet

climate. It will grow from Maryland south and west to California, being at its best in California. The quality of the cork also varies with the climate.

The acorns are being given to nurseries like our own, to foresters and to state agricultural institutions, etc., and the Crown Cork & Seal Co. is also making an effort to donate trees to parks and public buildings with suitable ceremony to further the public's interest.

The project itself is a quite long-term one, and the company feels that it will be successful if it obtains a good source of supply for seeds alone in twenty years' time; for it is easy to see that at 200,000 trees a year it would take 1,000 years to propagate 200,000,000 trees. It takes fifty to sixty years to grow trees large enough to supply good cork. By the time the twenty years are up, the areas in which commercial production will be feasible will be more evident.

The writer has only had experience in growing cork trees for the past two seasons and so does not know much about handling them in the nursery. The acorns should be sown as received or collected. They make fairly rapid growth, reaching a branched two to three feet, with a

## HEMLOCK and TAXUS

A complete assortment of conifers priced to sell.

AVAILABLE NOW.

Send for complete evergreen price list.

LAKE'S SHENANDOAH NURSERIES

SHENANDOAH

IOWA

## 110,000 COLORADO BLUE SPRUCE

4-yr., transplants (2-2), 3 to 6 ins., \$6.00 per 100, \$30.00 per 1000.

Bed Run.

Trees grown from seeds from cones hand-picked from blue trees in Colorado.

Michigan-grown.

WALTER A. STUDLEY NURSERY

Dept. An.

Fennville, Mich.

# STRAWBERRIES • GRAPES • ASPARAGUS • CANNAS

BEST QUALITY STOCK — ORDER NOW FOR SHIPMENT AS WANTED — FALL '45 SPRING '46

## STRAWBERRY PLANTS

Weather conditions in our locality have been favorable this season for the production of nice, stocky Strawberry plants. If you are interested in large numbers of plants, or in our pack-out service (whereby shipments are made direct to your customers, under your tags), write for details. We are facilitating to take care of your Strawberry plant business. Let us write with you on your particular requirements.

STANDARD VARIETIES:	Per 25	Per 100	Per 250	Per 1000
Blakemore, Dunlap, Missionary	\$0.40	\$1.25	\$2.25	\$8.00
Klondyke, Majestic, Massey, Maytime, Swane	.45	1.40	2.50	9.00
Ambrosia Late, Big Joe, Catakill, Chesapeake, Dorsett, Fairfax, Fairpeake, Gandy, Lupton Late, Midland, Parsons Beauty, Premier, Redstar, Robinson, Starbright, Southland, Temple	.50	1.50	2.75	10.00

## EVERBEARING VARIETIES:

Gem, Lucky Strike, Mastodon, Evermore (Minn. 1166)	.75	2.50	5.00	18.00
General	1.00	3.25	7.00	25.00
Streamline	1.25	4.25	9.50	35.00
No extra charge is made for the package or packing on Strawberry plant orders.				
Prices quoted are for delivery October 15, 1945, to June 1, 1946, and apply as follows:				
25 to 75 plants of one variety at the 25 rate.				
100 to 225 plants of one variety at the 100 rate.				
250 to 475 plants of one variety at the 250 rate.				
500 plants or more of one variety at the 1000 rate.				

## ASPARAGUS ROOTS

Our Asparagus roots have made a particularly good growth this season. We are the largest growers of Asparagus roots in the country. Write for special prices on large numbers.

Per 25	Per 100	Per 250	Per 1000
3-year, No. 1 grade	\$1.25	\$4.00	\$8.75
2-year, No. 1 grade	.75	2.50	5.25
1-year, No. 1 grade	.60	2.00	4.00

# BUNTINGS' NURSERIES, INC.

## GRAPEVINES

Grapevines are another specialty with us. Our Grapes have heavy fibrous root systems, with many lengthy canes at the top. Write us for prices on large numbers.

Each	Per 10	Per 100
Concord (Blue), 2-yr., No. 1	\$0.25	\$1.75
Concord (Blue), 1-yr., No. 1	.20	1.50
Catawba (Mahogany), <i>Fredonia</i> (Black), <i>Moore's Diamond</i> (White), <i>Moore's Early</i> (Black), <i>Niagara</i> (White), <i>Port-land</i> (White), <i>Warden</i> (Black),		
2-yr., No. 1	.30	2.25
1-yr., No. 1	.25	1.75
Arawam (Red), <i>Brighton</i> (Red), <i>Caco</i> (Red), <i>Delaware</i> (Red),		
2-yr., No. 1	.35	2.50
1-yr., No. 1	.30	2.25

## CANNAS

Carefully grown under our personal supervision, they are true to name, liberally graded, 2 to 5-eye strong divisions, and will please the most exacting type of customer. Write for prices on large numbers, giving a list of your anticipated requirements. Our trade list carries descriptions on the various varieties.

Per 100

Allemania, Ambassador, California, Charles Henderson, Egansdale, Firebird, Florence Vaughan, Golden Gate, Hungaria, Indiana, Kate Grey, Louisiana, Madame Crozy, Pennsylvania, Richard Wallace, Shenandoah, Uncle Sam, Wintzer's Colossal, Yellow King Humbert, Wyoming, Copper Giant, Red King Humbert, Ring Midas, Louise Cayeux, President	\$7.00	\$55.00
	8.00	60.00

All quotations are F.O.B. Selbyville, subject to stock being sold upon receipt of order and packing for cash with order on Assorted Grapes and Cannas.

Our Fall 1945 Wholesale List is now ready for distribution, offering a complete line of stock, including fruit trees, small fruit plants, garden roots, evergreens, shrubs, shade trees, bulbs, etc. Write for a copy if you are not on our mailing list. Please use your printed stationery when requesting wholesale prices.

Box 3  
SELBYVILLE, DELAWARE

## EVERGREENS

Offered in carloads or truckloads for immediate or early spring delivery.

*Abelia grandiflora*, 2 to 3 ft., \$1.00.  
*Juniperus communis hibernica*, Heavy sheared plants, 4 to 5 ft., \$3.00.  
*Juniperus sabina*, 2 to 3 ft., \$2.50; 3 to 4 ft., \$3.50.  
*Juniperus communis meyeri*, 18 to 24 ins., \$2.25; 24 to 30 ins., \$3.00.  
*Pinus strobus*, 5 to 6 ft., \$4.50; 6 to 8 ft., \$6.50.  
*Pinus sylvestris*, 3 to 4 ft., \$2.50; 4 to 5 ft., \$3.25; 5 to 6 ft., \$4.50.  
*Thuja occidentalis pyramidalis*, 3 to 4 ft., \$3.00.  
*Thuja orientalis aurea nana*, 18 to 24 ins., \$2.00; 24 to 30 ins., \$2.75.  
*Tsuga canadensis*, 2 to 3 ft., \$2.00; 3 to 4 ft., \$3.00.  
*Viburnum rhytidophyllum*, 2 to 3 ft., \$2.50; 3 to 4 ft., \$3.50.

## WAYNESBORO NURSERIES

Waynesboro, Va.

## NORTHERN COLLECTED EVERGREENS

Canadian Hemlock  
 American Arborvitae  
*Abies Balsamea*  
 Hardy, well rooted.

Per 1000
3 to 6 ins..... \$ 6.00
6 to 9 ins..... 10.00
9 to 12 ins..... 18.00
12 to 18 ins..... 25.00

WILLIAM CROSBY HORSFORD  
 Charlotte, Vermont

Trees from a new nursery,  
 clayey soil.

## 3,500 EVERGREENS

F.O.B. trucks at our nurseries,  
 Mt. Sterling, Ky.  
 B&B Stock, \$2.00 per tree.  
 J. Pfitzeriana, 2 to 3 and 3 to 4 ft.  
 J. Hill's Pfitzeriana Aurea, 2 to 3 ft.  
 J. Hibernica, 3 to 4 ft.  
 J. Ashfordi, 2 to 3 ft.  
 50 sheared *Tsuga caroliniana*, 4 to 5 ft., \$6.00.  
 1500 *Taxus cuspidata*, 10 to 12 ins., from 3-in. pots, \$400.00 per 1000.  
 F.O.B. cars, Ashford, N. C.  
 1000 assorted evergreens, B&B, priced on request.  
 2300 in this block. Will consider an offer.

HUMPHREYS LANDSCAPE SERVICE  
 Mt. Sterling, Ky.

## LINING-OUT STOCK

*TAXUS HICKSI*, rooted cuttings, \$10.00 per 100.  
 The following out of 2 1/4-in. pots:  
*Chamaecyparis Crippsii*  
*Chamaecyparis Squarrosa Nana*  
*Ilex Crenata*  
*Juniperus Andorra*  
*Juniperus Pfitzeri*, xx, heavy, \$15.00 per 100.  
*Taxus cuspidata*  
*Taxus Hicksi*  
*Taxus Moon's*  
*Thuja Occidentalis*, \$10.00 per 100.  
*Thuja Occidentalis Penobury*, \$12.50 per 100, except as noted.  
 All well established stock.

ARTHUR DUMMETT  
 Phone: 1340  
 63 Anderson Rd. Bernardsville, N. J.

caliper between one-quarter and one-half inch in two years, in just normally good soil without fertilizer. Last winter the weather was mild, but the foliage showed some damage here in Maryland.

The tree tends to be somewhat taprooted and can be transplanted while quite small, but I understand that losses are high in transplanting six feet or more tall. The tree does not like "wet feet."

In many respects this project is of greater magnitude than the transfer of the rubber industry from Brazil to Malaya and the East Indies. It is too bad we cannot stay for a hundred years and see if it succeeds.

E. S. H.

GEORGE E. MAXON, Maxon Nurseries, Vernon, Tex., has ordered a greenhouse to increase his propagating facilities.

APPOINTMENTS recently made by the Roy F. Wilcox Co., Montebello, Cal., include David L. Cunningham as sales manager in charge of local sales; Carl Raahauge, specialty sales supervisor and in charge of distribution; T. E. Edwards, managing controller, and Sheldon Dack as general superintendent in charge of production.

## OBITUARY

### Clifford R. Burr.

Clifford Russell Burr, president of C. R. Burr & Co., Inc., Manchester, Conn., one of the largest nursery firms in this country, died September 20 at his home after a long illness. He was 69 years old.

Born at Madison, Conn., August 25, 1876, the son of Nehemiah and Fanny Burr, Mr. Burr inherited his interest for the nursery business from his father, who was a farmer and greatly interested in the propagation of trees and shrubs. Mr. Burr's mother died while he was quite young, but his father died only a few years ago.

Early in Mr. Burr's life the family moved to a large farm at Durham, Conn. After attending the public schools of Durham and business college at Hamilton, Ont., Can., Mr. Burr became a salesman for a nursery concern, traveling through Connecticut on bicycle to make his sales.

Having decided to establish his own nursery business, Mr. Burr found a farm at Manchester, Conn., which suited his purposes and there began his nurseries in 1898, growing a general line of trees and shrubs. Stock from the first few acres which Mr. Burr owned and worked was sold to near-by dealers; today the output of several hundred acres is shipped from coast to coast. Through his connections with the Franco-American Nursery Co., Mr. Burr extended his interests to Europe, exporting and importing various items. He possessed remarkable executive ability and inspired a loyal staff of capable employees.

In 1900 Mr. Burr was married to Miss Calla Hickox, of Durham. They lived at Hartford until 1914, when they and their two children moved to Manchester.

Mr. Burr served as president of the New England Nurserymen's Association and was also prominent in civic activities. He was chairman of the Manchester board for a few years and also served his town as police commissioner for a number of years. He was a past president of the local chamber of commerce, a trustee of the Manchester Memorial hospital, a director of the Y. M. C. A. and a member of the Kiwanis club. Fraternally, he was a thirty-second degree Mason and an Elk. He was a modest benefactor and always ready to aid a worthy cause.

Mr. Burr is survived by his widow, Mrs. Calla Hickox Burr; a son,

Charles Stevens Burr, vice-president and general manager of the Burr nurseries; a daughter, Mrs. Marion Elizabeth Burr Sober, of Northville, Mich., and a sister, Mrs. Arthur G. H. Power, of Bloomfield, N. J.

Funeral services were held September 22 at the Center Congregational church, with burial in the East cemetery. Active pallbearers were George Harris, Merrill L. Balch, Charles Yorkshot, Thomas D. Faulkner, Paul Hubbard and George Glenney. Honorary pallbearers were Thomas Ferguson, C. Elmore Watkins, Fred A. Verplanck, Arthur G. H. Power, Louis Marte, Harold Alvord, Samuel G. Gordon, Earl Seaman and Ernest Bush.

### Earl L. Steele.

Earl L. Steele, president of the Glen St. Mary Nurseries Co., Glen St. Mary, Fla., died at a Lake City hospital, September 19, following a brief illness. He was 57 years old. Mr. Steele was associated with this firm since 1915, having served as manager of the branch at Chipley from 1923 until 1930 and bookkeeper-timekeeper of the main office until 1931, when he was promoted to

### CANADIAN HEMLOCK

3 to 3½ ft.

Well sheared for the past three seasons. Pruned to single stem. Beauties, \$2.00 each. Can furnish carlots.

### HARD MAPLE

8 to 10 ft., \$125.00 per 100.

Move nicely.

### SANDY VALLEY NURSERY

Milton S. Lycan  
Fort Gay, W. Va.

### Evergreens

### Barberry

### Privet

Write for wholesale price list.

### GARDNER'S NURSERIES

Rocky Hill, Conn.

"A friendly, efficient sales service"

**E. D. ROBINSON**  
SALES AGENCY  
38 So. Elm St. P. O. Box 285  
WALLINGFORD, CONN.

Representing

Adams Nursery, Inc.  
Bristol Nurseries, Inc.  
Barnes Brothers Nursery Co., Inc.  
North-Eastern Forestry Co., Inc.  
A. N. Pieron, Inc.

A complete line of well grown hardy plant material  
Evergreens and Lining-out Stock

treasurer and general manager. He had been president about two years.

Born at Kansas City, Mo., Mr. Steele spent his early years at Ben Davis, Ind., whence he went to Lake City with the Seaboard Air Line Railway. He was with this firm from 1910 until 1915.

Mr. Steele, a graduate of Pennsylvania State College, State College, Pa., was an active Mason, a charter member and past president of the Macclenny Lions' Club, chairman of

### LINERS

T-Times transplanted.

3000	Taxus Capensis	1 to 10 ins.	2T, field beds	\$400.00 per 1000.
2000	Pfitzer Junipers	12 to 15 ins.	2T, field beds	\$350.00 per 1000.
300	Euonymus Carrierei	6 to 9 ins.	1T, field beds	\$20.00 per 100.
500	Lawson Cypress	6 to 8 ins.	2T, field beds	\$15.00 per 100.
3000	Rhododendron hybrids	1 to 2 ins.	2T, beds	\$12.00 per 1000.
10,000	Regel's Privet	adgla.	12 to 18 ins.	\$50.00 per 1000.
8000	Black Locust	adgla.	10 to 15 ins.	\$7.50 per 1000.
1000	Hemlock	to 12 ins.	2T, field beds	\$27.00 per 100; 12 to 15 ins., \$35.00 per 100.

### FINISHED STOCK

1200	Azalea Mollis	B&B.	12 to 15 ins.	\$135.00 per 100.
500	Azalea Mollis	B&B.	15 to 18 ins.	\$165.00 per 100.
1000	Rhododendron hybrids	12 to 15 ins.	\$275.00 per 100.	
1000	Rhododendron hybrids	15 to 18 ins.	\$325.00 per 100.	
3000	Viburnum Opulus Nana	6 to 10 B. R.	\$350.00 per 1000.	
300	Hemlock	several sheared specimens	2 to 2½ ft., \$4.00 ea.; 2½ to 3 ft., \$5.00 ea.; 3 to 3½ ft., \$6.00 ea.	
40	Redbud	B&B.	8 to 10 ft., \$3.75 ea.	
150	Austrian Pine	4 to 5 ft.	\$4.50; 5 to 6 ft., \$5.50.	
5000	Pachysandra Terminalis	1T.	\$55.00 per 1000.	

Beetle certified. Terms: Cash with order.

**PALLACK BROS. NURSERIES, INC.**  
R.F.D. 1, Harmony, Pa.

### CANADIAN HEMLOCK

and

### AMERICAN ARBORVITAE

Collected Native Stock	Per 1000
3 to 6 ins.	\$6.00
6 to 9 ins.	10.00
9 to 12 ins.	18.00
12 to 18 ins.	25.00

Cash please.

Trade List on request.

**R. M. COLE**  
Box 37 Charlotte, Vt.

### LINING-OUT STOCK OUR SPECIALTY . . .

Shade Tree Whips . . . a timely finished product saving 2 to 4 yrs. growing effort . . . excellent variety.

A very complete line of ORNAMENTAL TREES, SHRUBS and EVERGREEN SHRUBS, including many scarce items.

**THOMAS B. MEEHAN CO.**  
DRESHER, PA.

## Maloney's

Offer 2-year Shrubs, bushy, well rooted, twice transplanted. Evergreens, three times transplanted, properly sheared, earth balled or moss balled. Mail us your list of wants.

We would appreciate your surplus list; we need Roses, Berries, certain varieties of Ornamental Trees, Vines, etc. Write for our surplus and want list.



**MALONEY BROS.  
NURS. CO., INC.**  
Dansville, New York

### We Offer—

**EVERGREENS** — In a large assortment of **PYRAMIDAL** and **GLOBE ARBORVITAE**, **PFITZER JUNIPER** and **YEW** in grades at attractive prices. **SOME LARGE SPECIMEN EVERGREENS**. **SHRUBBERY** and **SHADE TREES**.

Mail want list for prices.

**THE WESTMINSTER NURSERIES**  
Westminster, Md.

**Rhodos**  
BOTH NATIVE  
AND NURSERY GROWN  
**KALMIA AZALEAS**  
Hemlocks AND Pieris  
*La Bals'*  
STROUDSBURG PA.

### EVERGREENS

Lining-out stock  
For fall 1945 and spring 1946.  
Write for list.

**SUNCREST EVERGREEN NURSERIES**  
Johnstown, Pa.

### BURTON'S

HEADQUARTERS FOR  
EVERGREEN GRAFTS, TRANSPLANTED  
EVERGREENS, SHRUB LINERS.  
RARE ITEMS YOU DO NOT  
FIND IN MOST LISTS!  
Write!  
**HILLTOP NURSERIES**  
CASSTOWN, OHIO

the Baker county war price and rationing board, commander of the Lonnie Blair Post of the American Legion for a number of years and a member of the Macclenny Church of Christ.

Survivors include his widow, Mrs. Mable Steele; one daughter, Mrs. F. H. Camplejohn, Glen St. Mary; one grandchild, Frank Lee Camplejohn; two sisters, Mrs. Mable L. Myer, Wilkinsburg, Pa., and Mrs. Lloyd C. Hooks, Washington, D. C. Funeral services were conducted September 21, with interment in Edgewood cemetery, Jacksonville.

Harold Paul Krieger.

Harold Paul Krieger, 4-year-old son of Mr. and Mrs. A. W. (Dick) Krieger, who own and operate Krieger's Wholesale Nursery, at Bridgeman, Mich., died September 12 after an illness of one day. Besides his parents, he is survived by a brother, Larry, 7 years old, and a sister, Carol Jean, 9 months old.

Samuel Newman Baxter.

Samuel Newman Baxter, arboriculturist and landscape gardener for the Fairmont park commission, Philadelphia, Pa., died September 24 at his home in Fernhill park, after an illness of several weeks. He was 63 years old.

A life-long resident of Germantown, Philadelphia, Mr. Baxter was well known as a horticulturist, landscape gardening consultant and writer on gardening. He attended Germantown Boys' Combined school and the Northeast Manual Training school. In 1912 Mr. Baxter became associated with the Fairmont park commission and in 1923 was made landscape gardener for the park.

For many years Mr. Baxter was president of the Germantown Horticultural Society. He had also served as president of the American Institute of Park Executives and as vice-president of the National Shade Tree Conference. He was active in many national gardening organizations and in the fraternal order of Artisans.

Mr. Baxter is survived by his widow, Mrs. Lucy Bolton Baxter; two sons, Rev. Samuel N. Baxter, Jr., and Maj. Joseph M. Baxter; two daughters, Mrs. Roger C. Derbyshire and Margaret G. Baxter, and four grandchildren.

Harold ap Rhys Caparn.

Harold ap Rhys Caparn, 81, consulting landscape architect of the Brooklyn Botanic Garden from 1912 until his retirement in July, died September 24 in a New York city hospital.

Mr. Caparn, who had been a land-

**EVERGREENS** — In a large assortment of *Thuja*, *Juniperus*, *Chamaecyparis* and *Taxus*.

**LARGE SIZES** — *Cryptomeria*, *Arborvitae*, *Pine* and *Moss Cypress*.

**SHADE TREES** — *Linden*, *Norway Maples*, *Oriental Planes*, *Oak* and *Ginkgo*.

**ORNAMENTAL** — *Flowering Cherries*, *Crab Apple* and *Beeches*, named varieties.

## BAGATELLE NURSERY

Half Hollow Hills

P. O. Huntington Station, N. Y.

## KOSTER NURSERY

Division of Seabrook Farms

### Wholesale Nurserymen

### BRIDGETON, N. J.



Write for wholesale price list of lining-out and specimen stock in better evergreens and shrubs.

### BURR

Leading wholesale source for Nursery Stock.

Send us your Want List.

**C. R. BURR & CO., INC.**  
Manchester, Conn.

## HEMLOCKS

Write for prices on our fall stock.

**CURTIS NURSERIES**  
CALICOON NEW YORK

## PRIVET and BERBERIS

Splendid Stock

Write for Special Quotations

**LESTER C. LOVETT**  
MILFORD DELAWARE

## Ornamental Trees, Shrubs and Evergreens

Write For Our Wholesale Trade List

**W.-T. Smith Corporation**  
Telephone 2889 GENEVA, N. Y.

scape architect in New York for forty-five years, was responsible for the landscaping of 50 acres of the Brooklyn garden.

Of Welsh descent, Mr. Caparn was born at Newark on Trent, England, and studied at the Beaux Arts Academy in Paris. He came to the United States in 1900 and became consulting landscape architect to the Brooklyn garden in 1912, two years after it was established.

Mr. Caparn was president of the New York chapter of the American Society of Landscape Architects in the 1920's and, while serving in that position, recommended that the city parks be taken out of politics and turned over to nine unpaid trustees who would not be affected by city administration changes.

Mr. Caparn's best known works at the Brooklyn Botanic Garden are a fountain he designed between twin lily ponds and the floor of the laboratory plaza, built in 1930. The plaza floor is composed of different colored stones brought from all parts of the world. The center is set off by a compass and sun dial on a black marble pedestal.

Surviving are his wife, Mrs. Clara H. Caparn; two daughters, Mrs. Robert M. Moore, Jr., and Mrs. Johannes Steel; a brother, Arthur Caparn, and a sister, Mrs. Annie Shackleton.

B. J.

#### V. P. I. HORTICULTURE HEAD.

Dr. Earle L. Overholser became head of the department of horticulture at Virginia Polytechnic Institute, Blacksburg, Va., September 15.

He received his B.S. and M.S. degrees in horticulture from the University of Missouri and the Ph. D. degree in pomology from Cornell University. He served ten years with the University of California and for a number of years was head of the horticultural department at the State College of Washington, at Pullman, which he left to go to Virginia.

L. A. BOUDREAU, who has been in the florists' business for one year, is now proprietor of the Warrington Nursery, 11 Park drive, Warrington, Fla.

FIRE at the Baker Nursery, Fond du Lac, Wis., August 24, caused extensive damage to the interior of a packing house. The blaze, the origin of which was not determined, resulted in the loss of processing machines, among other things. The building was filled with excelsior and boxes, in addition to machinery, which caused the rapid spread of the flames.

#### EXPERIMENTS IN PROPAGATING EVERGREENS.

Propagation experiments with evergreen cuttings at the Western Washington experiment station have included comparisons of sand and a sand-peat mixture as propagating media, a study of the best concentration of indolebutyric acid solutions and a comparison between indolebutyric acid solutions and certain dust preparations. Reports on these experiments were included in a lengthy article on "Hormones and the Propagation of Certain Evergreens," by Arthur S. Myhre and C. D. Schwartz, in the bulletin of the University of Washington Arboretum.

Most of the species tested gave similar results in the two media, but certain ones, such as camellia, English holly and pieris (andromeda) showed definite preference for a mixture composed of two parts sand and one part peat by volume.

In an experiment with solutions of indolebutyric acid three different concentrations were used, 40, 60 and 80 parts per million (p.p.m.). The resulting data showed that all three concentrations of the chemical gave much better rooting than was obtained without chemical treatment. It was stated, however, that the untreated cuttings of some species probably would have formed good root systems if allowed to remain in the propagating frame for a sufficient length of time. More rapid root formation, larger root systems and

higher percentages of rooted cuttings of certain species seemed to be ample justification for the use of the root-promoting chemical. With many species, higher percentages of rooted cuttings were obtained with 60 parts per million than with 40, and in only a few instances better results were obtained with 80 p.p.m. than with 60 p.p.m. From this and other experiments it was concluded that 60 p.p.m. is the most satisfactory strength for the indolebutyric acid solution for treating fall and winter cuttings of evergreens, if the propagator wishes to treat all cuttings with one concentration of the chemical.

*Ilex aquifolium* (English holly) was typical of a group that produced a better type of root system after

#### SHRUBS FOR FALL

*Euonymus Alatus*, 18 to 24 ins. and 2 to 3 ft.

*Euonymus Atropurpureus*, 3 to 4 ft.

*Euonymus Europaeus*, 3 to 4 ft. and 4 to 5 ft.

*Symporicarpos Chenaulti*, 2 to 3 ft.

*Symporicarpos Racemosus*, 2 to 3 ft.

*Symporicarpos Vulgaris*, 2 to 3 ft.

Write for quotations for fall delivery.

#### FANCHER'S NURSERY

Sturtevant, Wis.

#### HESS' NURSERIES

Mountain View,  
New Jersey

#### BOBBINK & ATKINS

Nurserymen and Plantsmen

Visitors always welcome.

Paterson Ave. E. Rutherford, N. J.

#### EVERGREENS

Hardy, northern-grown  
B&B Evergreens

#### HOLTON & HUNKEL CO. NURSERIES

P. O. Box 1747, Milwaukee 1, Wis.

Nurseries at Brown Deer.



Jackson & Perkins Co.  
NEWARK, NEW YORK

#### NOVELTY PERENNIAL and ROCK GARDEN PLANTS

Wholesale Trade List now ready.

Send for your copy.

CARROLL GARDENS Westminster, Md.



Growers of a complete line of deciduous and coniferous species.

**JEWELL NURSERIES, INC.**  
Lake City, Minn.

**SURPLUS FRUIT TREES**  
**TREE and SHRUB SEEDS WANTED**  
**FRUIT TREE SEEDLINGS WANTED**

See advertisements in October 1 issue.

**FOREST NURSERY CO., INC.**  
McMinnville, Tenn.

**SHEPARD NURSERIES**  
Growers and Distributors of  
**ORNAMENTAL NURSERY STOCK**  
60 acres growing. Skaneateles, N. Y.

**3000 MAGNOLIA GRANDIFLORA**  
4 to 5, 5 to 6 and 6 to 7 ft.  
Balled and burlapped.  
Prices on request.  
**GRINEL'S NURSERY**  
Gloucester, Va.

**EVERGREEN LINERS**  
Taxus, many varieties.  
Seedlings and transplants.  
Ask for our latest price list.  
**HEASLEY'S NURSERIES**  
Freeport Road, Butler, Pa.

**PRINCETON NURSERIES**  
of PRINCETON, N. J.  
**SUPERIOR**  
Hardy Ornamentals

treatment with the chemical at 60 p.p.m. than when treated with 80 p.p.m. Certain of the narrow-leaved species developed roots on only one side of the cutting after treatment with 40 p.p.m., whereas several long roots developed from the very base of cuttings treated with 60 p.p.m. and numerous roots grew from the entire treated portion with 80 p.p.m. In commercial propagation it may be worthwhile to use different concentrations to obtain superior roots on certain species, stated the authors.

Because of the increasing interest in dust treatments, an experiment was conducted in which certain dust preparations were tested in comparison with liquid treatment. The results revealed that the two dust preparations used in this experiment were not so effective as the indolebutyric acid solutions with most species. Skimmia japonica responded equally to all treatments and almost as well without chemical treatment. The yews and some others responded better to one brand of dust than another. This may mean that all species will respond well to a suitable dust treatment, but, for the present, at least, the solution treatment with indolebutyric acid is recommended for evergreen cuttings taken in late fall and winter, state the experimenters.

Although chemical treatment of cuttings is highly beneficial, when properly employed, it must not be assumed that chemical treatment is in any sense a substitute for skill in taking cuttings or in the management of the propagating frame. All of the factors in plant propagations are equally important when chemical treatment is used.

It was mentioned that chemical treatment of evergreen cuttings gave beneficial results only when the propagating medium had bottom heat of 70 to 72 degrees Fahrenheit. When commercial root-promoting chemicals are used, the directions supplied by the manufacturer should be rigidly observed.

JOHN KONING has sold his nursery at Grants Pass, Ore., where he had developed an improved cranberry that he had bred from wild stock. Mr. Koning's son, Arthur F. Koning, is in the marine corps, at San Diego, Cal.

W. E. GREENE is the proprietor of the Palm Village Specialty Gardens, Palm Village, Indio, Cal. Formerly he owned Green's Evergreen Nursery, Dover, Mass., and the Rhode Island Nursery and Boulevard Nursery, Newport, R. I.

## Landscape SHRUBS

	Per 10	Per 100
<i>Cornus alba sibirica</i>		
3 to 4 feet.....	\$3.50	\$30.00
<i>Cornus sanguinea</i>		
3 to 4 feet.....	3.50	30.00
<i>Cornus stolonifera</i>		
3 to 4 feet.....	3.50	30.00
<i>Cotoneaster acutifolia</i>		
3 to 4 feet.....	3.50	30.00
<i>Cydonia japonica</i>		
2 to 3 feet.....	3.00	25.00
<i>Lespedeza thunbergii</i>		
No. 1 clumps.....	3.50	30.00
<i>Ligustrum ibota regelianum</i>		
(true type, cutting-grown)		
2 1/2 to 3 feet.....	3.50	30.00
<i>Lonicera tatarica rosea</i>		
3 to 4 feet.....	3.50	30.00
<i>Philadelphus coronarius</i>		
3 to 4 feet.....	3.50	30.00
<i>Salix purpurea nana</i>		
2 to 3 feet.....	3.00	25.00
<i>Spiraea Anthony Waterer</i>		
18 to 24 inches.....	3.50	30.00
<i>Spiraea arguta</i>		
3 to 4 feet.....	3.50	30.00
<i>Spiraea froebeli</i>		
2 to 2 1/2 feet.....	3.50	30.00
<i>Spiraea prunifolia</i>		
3 to 4 feet.....	4.00	35.00
<i>Spiraea vanhouttei</i>		
3 to 4 feet.....	3.50	30.00
<i>Symporicarpus mollis</i>		
2 to 3 feet.....	2.10	18.00
<i>Symporicarpus racemosus</i>		
2 to 3 feet.....	2.10	18.00

**THE WILLIS NURSERY CO.**  
Progressive Nurserymen  
Ottawa, Kansas

## ACER PLATANOIDES NORWAY MAPLES

	Per 100	Per 1000
4 to 5 ft., trans.....	\$13.50	\$120.00
5 to 6 ft., trans.....	20.00	175.00
6 to 8 ft., trans.....	45.00	.....
6 to 8 ft., 3/4 to 1-in. cal., whips, per 100,		
\$75.00. 8 to 10 ft., 3/4 to 1-in. cal., well branched, per 10, \$16.00; per 100, \$85.00. 8 to 10 ft., 1 to 1 1/2-in. cal., well branched, per 10, \$12.50; per 100, \$100.00; 1 1/2 to 2-in. cal., write for prices.		

Free baling with cash with order. 25 per cent cash with order, balance before shipment. All trees are Jap Beetle Quarantine inspected.

**STATE ROAD NURSERY**  
State and Sprout Rds., R. 1  
Media, Pa.



Wholesale growers of the best  
Ornamental Evergreens,  
Deciduous Trees,  
Shrubs and Roses.  
Write for our current trade list.

**THE KALLAY BROTHERS CO.**  
Painesville, Ohio



## EVERGREENS

Growers of Quality Evergreens  
Lining-out Stock & Specialty  
Write for Trade List

**EVERGREEN NURSERY CO.**  
Established 1864 : STURGEON BAY, WIS.

# Discuss Landscape Problems

## QUOTATIONS FOR JOBS.

In the 2-day meeting of the executive committee of the National Landscape Nurserymen's Association, at Chicago recently, a good many problems were discussed. Summaries of some of these discussions were provided members by Secretary Harold E. Hunziker.

On the subject of individual prices versus lump sum quotations for jobs there seemed to be some variation of opinion. Three of the nine men present said that they used individual prices for each item in quoting jobs. By this method it was easier for them to make up budget plantings and to be frank with the client as to how the estimate was made up. In all cases, however, the labor items were listed as a lump sum for the unit of work under consideration. One committee member suggested that this item be listed on a minimum—maximum basis, giving the client any break if the labor amounted to a sum less than was listed. Bills were itemized when presented to the customer.

On the other side, six of the committeemen said they favored a lump sum quotation to the customer. The lump sum figure was arrived at by itemizing everything that goes into the job, but only the total figure would be quoted to the client. By having a copy of the itemized list, part-charges in replacements, changes in plant material and the like could be easily accounted for to the client. The principal argument for this method is that it does away with long explanations on plant prices. For instance, no explanations would be needed when a *taxus* specimen is listed at say, \$45, while the next item may be several small barberry plants at 45 cents each. With a lump sum price the salesman can keep the client's attention on the planting as a whole rather than on a study of individual prices.

## SALESMEN'S COMMISSIONS.

Salemen's commissions seem to be handled just about every way possible by landscape nurserymen. No set suggestion as to a proper percentage to be allowed a salesman could be determined, as several factors entered the picture. Some of these factors were: (1) Difference in living costs in rural areas vs. cities. (2) Amount of competition within the range of the nurseryman's opera-

tion. (3) Some salesmen furnished their transportation and some had it provided for them by the nursery. (4) Some firms had all plans drawn for the salesmen by someone else in the office, while others had salesmen prepare their own selling plans or other technique.

Almost all the nurserymen set up drawing accounts for the salesmen on the basis of a living wage, with this to come out of their commissions. One or two nurserymen had their salesmen on straight salaries during wartime, as they had to use them for other than selling work, principally routing orders and supervising jobs. It was pointed out that much of the selling during the past two or three years was really only order taking, anyway.

It seemed to several that one of the best schemes worked out was to pay the salesman enough commission so that he would take responsibility for the job from start to finish. One landscape nursery firm has (at least under normal conditions) one salesman and two foremen, each with a crew of helpers, as a unit. This salesman has a definite territory to cover. He is at the nursery to start his crews out in the morning. He lays out the jobs and makes all contacts with the client. After the crews are started he checks upon leads in his territory.

Part of these leads and help with plans are furnished by the office. This

arrangement gives the salesman a great deal of responsibility; at the same time he has a restricted territory and full cooperation of the main office. It is to his advantage to see that these customers are satisfied so that they will advertise for him. It is much as though he were working for himself. This plan has worked out well for a good many years.

## SELLING PRICES.

There was considerable concern over the prices of nursery stock in the postwar era. Most of the committeemen believed that current prices could not go down very much in the face of continued high labor costs. (As evidence of this, in less than a week after V-J day, the automobile workers were talking about a thirty per cent hourly increase in wages.) Some of the men thought

**Boyd**  
NURSERY COMPANY

McMinnville, Tenn.

ORNAMENTAL SHRUBS  
SHADE TREES, VINES  
FOREST TREE SEEDLINGS  
LINING-OUT STOCK

In Illinois, Indiana, Missouri, Kansas  
and the Southwest

## Fall Landscape Plantings

are under way and we are furnishing truckloads and carloads of choice Evergreens for them. Get yours. Do not delay. There are customer satisfaction and good money waiting for you.

Wholesale Only.

VERHALEN NURSERY COMPANY  
Scottsville, Texas

SHERMAN NURSERY CO.

•  
61 years

600 acres

•  
Charles City, Iowa

## Northern-grown Stock

Send  
for  
Price  
List.

J. V. BAILEY NURSERIES  
St. Paul 6, Minn.

## EVERGREENS

We have a surplus of  
PFITZER JUNIPERS  
BERCKMANS GOLDEN  
Arborvitae  
BAKER PYRAMID Arborvitae  
SAVIN JUNIPERS

All extra-fine quality. Write for prices.

OZARKS PLANT FARMS, INC.  
530 S. Kimbrough Ave.  
SPRINGFIELD, MO.

**The lovely  
Yellow  
Rose**



**V for Victory  
and other  
SUB-ZERO HYBRID TEAS**

Large and beautiful as any.  
Easy to grow and long to live.  
Save replacement expense.  
Also Yellow and Orange Climbers.

*Write for trade prices to*

**BROWNELL ROSES**  
LITTLE COMPTON, R. I.

## PEONIES

Send us your want list  
for quotation or ask  
for wholesale list.

**THE COTTAGE GARDENS**  
N. I. W. Kriek  
Lansing 15, Mich.

## ROSEBUSHES

More Scarce Than Last Season.

**WE HAVE  
100,000**

**They Won't Last Long.**

Write for list and quotations.

**OZARKS PLANT FARMS, INC.**  
530 S. Kimbrough Ave.  
Springfield, Mo.

*Book orders early.*

**SPECIMEN EVERGREENS**  
**SNEED NURSERY COMPANY**  
P. O. Box 798  
Oklahoma City, Okla.

We have a substantial surplus of ornamentals:  
**SHRUBS, SHADE AND FLOWERING TREES**  
Send your Want List for quotations.

**PONTIAC NURSERIES**  
Romeo, Mich.

## Old English BOXWOOD

(Wholesale Only)

All slow-grown dense specimens. Red clay soil.  
Priced by height and spread. 18x12 ins. to 24x22  
ins. in unlimited quantities. Also large specimens  
up to 5 ft. Write for price list.

**BOXWOOD GARDENS**  
Mrs. R. P. Royer  
High Point, N. C.

some nursery stock was hardly so high as it should be under anticipated costs for the next few years. These items were principally ornamental stock, which has not seen the same proportion of increase that fruit stock has experienced.

On polling the committee it was found that, with the exception of one nurseryman, about two and one-half times the quantity wholesale price was used in most retail selling. This does not include any charges for planting, but usually delivery within a reasonable area of the nursery headquarters. One operator said his retail price was more like three to four times the quantity wholesale price, especially on items that had a rather low price. It was generally agreed that, to make a profitable business of landscaping, something over twice the wholesale price should be the retail quotation. Where guaranteeing and servicing landscape plantings is a practice, some allowance should be provided in the price schedule to cover the cost of this additional service. It was realized that there could be no definite suggestion made for a uniform mark-up. The conclusion was reached that it was really the quality of the stock and the superior service that the client remembered longest, rather than how much he paid for the planting.

From a survey made in 1940 and reported at the National Landscape Nurserymen's Association by Harold Paul, he indicated a proposed price schedule for various retail operators as follows: "Let's take the established price of wholesale at 100. The mail order retail price could be 160. Local dealers and sales lots, etc., would sell for 200. Local nurseries operating through agents canvassing from door to door would sell for 275. Dealers selling retail, including guarantee, at 250. Local delivery retail with design and supervision by trained landscape designers, at 300. The dealer who sells at retail including the cost and price of planting, at 350."

THE address of the Ostrander Landscape Service has been changed from 2226 Eastview avenue, Louisville, Ky., to 3623 Lexington road, Louisville.

MILTON S. LYCAN, son of H. W. Lycan, of the Home Nursery, Fort Gay, W. Va., has been building up his own business since his graduation from Ohio State University six years ago and is now offering stock under the name of Sandy Valley Nursery, also at Fort Gay.

## FIVE-IN-ONE APPLES

We have a block of about 25,000 year-old Apple trees, which we would like to work into Five-in-One on contract for the coming season. They are on good clean land and well fertilized, and we have the help to do the work.

If interested, please write at once, as we want to make our plans accordingly.

We can still furnish **June-bud Peach** and **year-old Apple** in almost all grades and varieties, with the exception of Hale Haven, Red Haven and J. H. Hale.

We also have a fine lot of **Blakemore Strawberry Plants** for the wholesale trade.

## FARMERS WHOLESALE NURSERY

Paul Patterson, Owner  
Tel. 404 P. O. Box 65  
Smithville, Tenn.

## ORNAMENTALS

**TREES** **SHRUBS**  
**EVERGREENS**

Tree and shrub seeds.

Write for wholesale price list.

## SCRUGGS NURSERY

Route 7, McMinnville, Tenn.

## EVERGREENS, TREES and SHRUBS

In quantity. Truckload or carload.  
Write us your requirements.

EUGENE A. DE ST. AUBIN & BRO., INC.  
Box 1 Addison, Ill.

Wholesale growers of

## SMALL FRUIT PLANTS

Grapes, Currants and Raspberries—

our specialty.

Hydrangea P. G.

**FOSTER NURSERY CO., INC.**  
69 Orchard St. Fredonia, N. Y.

## All-America Selections

Flowers chosen for 1946 introduction as All-America Selections include the silver medal all-double giant fringed petunia, Colossal Shades of Rose, the bronze medal petunia, Bright Eyes, and the honorable mention petunia, Peach Red, all by W. Atlee Burpee Co. The other winner is the large red, lacineated dianthus, Westwood Beauty, developed by Gustav A. L. Mehlquist, University of California, and being distributed by Boger Seeds Ltd. and other California flower seed growers. It receives honorable mention.

The vegetable winner to be introduced for the 1946 spring season is a bush snapbean, Longreen, originated by Rogers Bros. Seed Co., receiving honorable mention. Another bush snapbean was held for a later season because of insufficient seeds.

It is now well understood that there must be a full year, in which to increase seed stocks, between All-America trials and actual release of winners as All-America Selections. This year, or longer if necessary, also allows seedsmen to contract with introducers for sizable seed supplies for cointroduction or to order seeds in amounts wanted well in advance of seed delivery time. It allows time for featuring the new, widely publicized, All-America Selections in catalogs, advertising and colored seed packets and otherwise tying in with the splendid publicity of these superior new varieties.

Reasonable seed stocks to supply the trade are presently indicated, though not yet in large standard-variety supply, and war conditions have kept growers from producing large quantities for expected demand.

Longreen snapbean is best compared with Tendergreen and Key-stonian, the most popular garden bean type in America and both previous All-America Selections. Longreen makes a slightly larger, broader-leaved plant. The pods are the same attractive type, equal in finest quality, round, stringless and fiberless, of the same maturity, but Longreen is an improved strain or variety selection, with pods averaging an inch longer than Tendergreen and with that a heavier producer. The stronger plant seems somewhat hardier and a more certain cropper. The distinct difference from and advantage over Tendergreen is the longer pods.

The greatest flower contribution of the year and the largest size in all-double petunias is Colossal Shades

of Rose. Before the war, the giant all-double varieties came from Japan. However, America, the carnation-flowered all-double mauve-pink, won All-America distinction in 1943, the first all-double variety to be produced in North America. Great advances have been made since then, and Colossal Shades of Rose is the largest, all-double, plain, waved, ruffled and fringed petaled, strong and vigorous growing petunia yet seen. Plants grow about eighteen inches tall, with heavy stems, luxuriant foliage, and under good cultivation the huge flowers measure from four to five and one-half inches across. The color shades range from a few of light and salmon-pink to mostly deep pinks and purplish rose.

Bright Eyes is the new dwarf, compact and upright growing, hybrida nana compacta, petunia, winning the bronze medal. It is a compact bedding model of the popular Rosy Morn, about ten inches tall, covered the entire summer with small, plain-petal flowers, one and one-half inches across. The coloring is appealing rosy pink, with white toward the throat, really a bicolor rose and

white. This should not be confused with the lower-growing, smaller-flowered Gem type, of about six inches height. However, Bright Eyes needs no support at any time, standing compactly until the end of the season, and is especially adapted in uniformity and floriferousness to low bedding, edging, window boxes, rock-eries and potting.

Dianthus Westwood Beauty, officially, is Dianthus heddensis, a large tetraploid selection, from hedewigi and chinensis parents. It grows ten to fifteen or more inches high, is most similar to the largest-flowered chinensis varieties, and color ranges from fiery crimson red to a deep velvety red with occasional segregates of a lighter shade. It is an easily grown annual of good germination, free-flowering on long wire-like stems, two inches in diameter, deeply fringed or lacineated and of strikingly rich color. Westwood Beauty stands the heat well, and one midwest judge reported no variation from shades of red in 200 plants, with many plants carrying from twenty-six to fifty-two flowers in good condition at one time, an early and continuous bloomer.

### McDONALD RHUBARB

#### RUBY RED CANADA RED

Order now for fall 1945  
and spring 1946 delivery

THE FIFE NURSERY  
Box 13 Kirksville, Mo.

### RED RHUBARBS

MacDonald  
and  
Canada Red

ANDREWS NURSERY  
CO.  
FARIBAULT, MINN.

### SMALL FRUIT PLANTS

Offering the trade large quantities of **GRAPES**, **BLACK RASPBERRIES**, **BLACKBERRIES**, **DEWBERRIES**, **BOYSENBERRIES**, **CURRENTS**, **RHUBARB**, **ASPARAGUS** and **BLUEBERRY** Rooted Cuttings.

Write for quotations.

L. J. RAMBO'S WHOLESALE NURSERIES  
Bridgeman, Mich.

### 10,000 Lodi Apple Trees

And all kinds of fruit trees.

Send for list.

BRIDGEVILLE NURSERY CO.  
Bridgeville, Del.

### WANTED

#### FRUIT TREE STOCKS

Apple, Pear, Plum and Cherry

Also Rose Seedlings for  
budding.

STORRS & HARRISON  
NURSERIES, INC.  
Painesville, Ohio

Washington Asparagus, 1 and  
2-yr.

Paradise Asparagus, 1-yr.

Peonies in good assortment.

Surplus and Want List now  
ready.

COE, CONVERSE & EDWARDS CO.  
Fort Atkinson, Wis.

## WHOLESALE SMALL FRUITS

### Raspberries

Reds	Blacks
St. Regis	Cumberland
Sunrise	New Logam
Dewberries	
Blackberries	
Eldorado	Blowers
	Alfred
Boysenberries	
Thorny	Thornless

**CUTLER & DOWNING CO.**  
Benton Harbor, Michigan

## ROLLER'S NURSERY

### Wholesale

### Rogers, Ark.

APPLE. 1-yr.	Per 1000
Under 1 ft. ....	\$ 40.00
12 to 18 ins. ....	60.00
18 to 24 ins. ....	90.00
2 to 3 ft. ....	125.00
3 to 4 ft. ....	150.00

JUNE-BUD PEACH	Per 1000
Under 1 ft. ....	\$ 50.00
12 to 18 ins. ....	75.00
18 to 24 ins. ....	125.00

40,000 good CONCORD GRAPES  
5c per row run.

DEWBERRIES. \$15.00 per 1000.

BLACKBERRIES. \$15.00 per 1000.

Many other bargains.  
Write for low price list.

## KELLY'S FRUIT TREES

**KELLY BROS. NURSERIES, INC.**  
Dansville, N. Y.  
Since 1880

## FROSTPROOF APPLES

With the blooming time set back, so  
they bloom after the danger of frost  
is past.

If interested in raising these Frost-  
proof Apples, write to

**MAX NURSERY** Mineral, Va.

## SMALL FRUIT PLANTS

Evergreens - Shrubs

Asparagus - Rhubarb

Send for Complete Trade List

**W. N. SCARFF'S SONS**

New Carlisle, O.

## GEM EVERBEARING STRAWBERRY PLANTS

We are a reliable source of supply for ever-  
bearing Strawberry plants. Now booking orders  
for future delivery. Special prices on large  
quantities. We can also furnish large quantities  
of Rhubarb and Asparagus plants in all sizes.

**C. D. WRIGHT**  
Hamburg, Ia.

Peach Red petunia also gets honor-  
able mention, for its unique color of  
rich salmon cerise. Growing fifteen  
inches or taller, hybrida nana type,  
it is of strong luxuriant growth,  
which might be described as at first  
spreading and then shooting erect.  
Flowers are plain petaled, of medium  
size, two inches or more across and  
borne freely through the entire sea-  
son. It is self-colored, this novelty  
salmon suffused or overlaid rosy  
cerise, and brings a new color to pe-  
tunias. It is quite different from and  
larger than Salmon Supreme.

W. Ray Hastings, Sec'y.,  
All-America Selections.

## NEW JERSEY VICTORY PARTY.

[Concluded from page 11.]

Although the majority of the  
guests were from New Jersey, the  
roster also included nurserymen from  
Connecticut, Pennsylvania, Delaware,  
Massachusetts and New York.  
Among the prominent guests, not al-  
ready mentioned, who attended were:  
Albert Illes, president, New York  
Florists' Club; Leslie MacRobbie,  
East Patchogue, N. Y.; Henry Hicks,  
Westbury, N. Y.; Luke S. May, Lex-  
ington, Mass.; William Long, vice-  
president, Pennsylvania Association  
of Nurserymen; Miss Alice Dustan,  
House and Garden; A. C. Horn-  
berger and M. A. Jacobsen, Ameri-  
can Agricultural Chemical Co.; Con-  
rad Johnson, Innis-Speiden Co.;  
Walton Kostenbeder, member New  
Jersey board of agriculture; Walter  
Pitzonka, Bristol, Pa.; C. C. Sea-  
brook, Seabrook Farms; Dr. Harold  
B. Girth, U. S. D. A., and Edgar  
Rex, New Jersey supervisor of plant  
pest control.

Also present were the following  
members of the New Jersey agricultural  
experiment station staff: Prof.  
M. A. Blake, Dr. C. H. Connors and  
Dr. O. W. Davidson.

Among the political leaders were  
Ed. Hayes, solicitor for the board of  
freeholders, Middlesex county; Robert  
Hale, director, board of freeholders;  
William Nehrkorn, sheriff, and  
Jules Engels, undersheriff, Middlesex  
county, and Peter Kroeger, Middle-  
sex county industrial secretary.

THE Henry Field Seed Co., Shen-  
andoah, Ia., has opened a branch  
store at 3801 Douglas avenue, Des  
Moines. This firm, which includes  
both nursery and garden depart-  
ments, has branches also at Water-  
loo and Omaha, Neb. Sim Carey,  
who had been in the perennial busi-  
ness at his home, 3130 Jefferson ave-  
nue, Des Moines, is manager of the  
new establishment.

## C. M. HOBBS & SONS, INC.

BRIDGEPORT INDIANA

Established 1875.

WHITE-FLOWERING  
DOGWOOD

GINKGO

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## ENDING WAR CONTROLS.

[Continued from page 10.]

under their jurisdiction, just so long as these increases are not used to support a request for increase in price ceilings. For this industry, the commodities of which are not controlled by price ceilings, this means increases in wages, salaries, commissions and bonuses of all employees except agricultural may be raised freely.

The agricultural labor division of the Department of Agriculture has not relaxed its ceilings of \$2,400 per annum on the income of agricultural workers. It probably will not do so until after the crop harvest of 1945. Under its authority, the department has established prices to be paid labor for many harvesting operations in many crop areas of the country. To revoke the maximum of \$2,400 per year would necessarily lead to revocation of all the individual and specific wage scales in all crop areas where such wage scales have been set. By the end of the year, it is predicted wage and salary controls over agricultural labor will also be revoked.

So much for those government controls of a strictly wartime nature. Let us now take a glance at other government regulations and controls which were not occasioned by the war and which are a permanent part of our national economy. Wartime controls, while burdensome, destructive to certain segments of our peacetime economy, often brilliantly bungled, have nonetheless made raw materials available for war production and have distributed the available supply of civilian goods more equitably than otherwise would have been the case. They came of necessity and they disappear as bad dreams, soon to be forgotten.

Other regulatory and controlling features of our federal and state governments, however, continue, some even stimulated by the repercussions of war. These we must accept and face.

## Wage Rates.

Organized labor is now seeking a thirty per cent increase in basic wage rates, in order to maintain the high level of wartime take-home pay. We do not criticize their objective—we may criticize their methods. It is the inherent right of every American to sell his services to the highest bidder. However, under the current OPA policy to force producers and distributors to absorb any increase in costs of production so that consumer prices will remain stable at the 1942 level, producers and distributors in



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many cases will not produce and distribute, because to do so would mean bankruptcy. The thirty per cent in wage costs would only hasten the legal proceedings. Result—strikes, close-downs of factories, a retardation of reconversion and a disastrous delay in reemployment.

Labor will undoubtedly obtain an increase in basic pay rates. Many bills have been introduced in Congress to raise the statutory minimum wage of the fair labor standards acts to 65, 70 and 75 cents, an increase of from sixty-two and one-half to eighty-seven and one-half per cent above the present statutory wage. These are administration bills. The President said in his message to Congress that the 40-cent minimum "has now become obsolete. Increases in the cost of living since 1938 and changes in our national wage structure require an immediate and substantial upward revision of this minimum."

All this means that you as nurserymen are not going to return to the wage scale under which you operated prior to the war. Increases in basic wage rates of industrial workers will automatically result in increases of all other wage and salary rates. Labor on farms is not something apart from labor elsewhere,

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and rates of farm labor will automatically rise or fall with the general rate trend of industrial labor.

Longer hours, harder work, often under trying conditions, insecurity of job in such seasonal employment and attractive wages in industry will force nurserymen to maintain a competitive wage rate if they wish to obtain and retain a labor force.

## Social Security.

For many years the administration has recommended to Congress the

extension of social security coverage to include agricultural and domestic workers and others. The President will soon send to Congress a message again making this recommendation, plus a recommendation for a national health program. Enabling legislation has already been introduced, and the President's message will be the signal for open hearings and debate.

It is doubtful if any legislation can be passed during this session of Congress. Time is too short for such far-reaching enactments. But this will be a hot issue in 1946.

The President has strongly urged the enactment of legislation to provide at federal expense a minimum of \$25 a week for twenty-six weeks for all unemployed, irrespective of the provisions of the states' unemployment compensation laws, for all unemployed federal workers, and \$200 per family as a travel allowance in order to enable displaced war workers to return home. Congress is not going to enact such a bill, in my opinion. Federal war workers may receive some unemployment compensation at the rates and for the duration specified in the laws of the states from which they came. Displaced war workers are likely to get a travel allowance. But the benefits of all state unemployment compensation laws will not be supplemented by federal funds to the \$25 a week level for twenty-six weeks. A majority of state laws prevent the acceptance of such federal largesse.

#### National Labor Relations Act.

The National Labor Relations Board has recently been transferred to the Department of Labor. Section 2(3) of the act excludes from its provisions any person employed as an agricultural laborer. Agricultural labor is not defined, and amendments have been proposed in the past to define this term for the purposes of this act. None of these proposed amendments has received congressional consideration.

In the absence of definition, the position of the employees in the nursery industry depends upon the board's decision in C-2045, in which case the board reached the decision that it had no jurisdiction over the employees of a nursery firm, since the exclusion of agricultural laborers in section 2(3) of the act applied to an indeterminate number of employees involved in the case.

A uniform definition of the terms "agriculture" and "agricultural laborer" is proposed in legislation now before the agricultural committees of Congress, which will apply, if passed,

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to all federal statutory and administrative law, unless Congress itself should otherwise specify. As a basis, this proposed definition uses the definitions as written into the social security law and the fair labor standards act. This legislation failed to be considered in the Seventy-eighth Congress. It may have better luck in the current Seventy-ninth.

#### General Outlook.

It will be some time before the American economy will be shaken down to a semblance of prewar production and distribution. The transition period may be of some duration and will be marked by labor strife, unemployment and the natural growing pains of an expanding system.

We shall come to rest eventually on a higher plane—higher wage costs, higher costs of raw materials, higher production costs, higher distribution costs, higher commodity prices. The currency in terms of commodities will be devalued. Labor will undoubtedly emerge in a better relative economic position than it has ever enjoyed.

In view of the postwar construction program and the general high level of production in national wealth, economists are predicting at least a 5-year period of highly prosperous times. We are entering this period with a shortage of stock. Certain types of material that will be in demand can be produced in two years; other types will take longer.

We have come through the war in good shape. Financially the members of the trade are in sound position. We have no reconversion problem confronting us. As soon as labor is available and can be trained, we can again produce up to the limits of our imagined ability to sell.

How are we going to react to this set of factors? Are we going to blind ourselves to the thousands and tens of thousands of plants that can and probably will be produced, and wind up again in that unenviable spot in which we found ourselves in 1930 and 1931? Are we going to disregard the competition to which we shall be subject from other industries which will also be after the consumer's dollar? Are we going forward as an industry, or will we be treading water and drowning as individuals?

These are pertinent questions today. The answers are the keys to the future of your business and the future of the industry we are all employed in. We are better organized today to face and meet these problems of a postwar nation than we were after World War I. Local, state and regional associations in them-

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selves, through the cooperation of their members, will be able to meet and solve many of the problems on a local and state level. The A. A. N. is continuing to urge local support to your local and state associations.

There are matters, however, which require the diligent and consistent application of energy on the national level and for this purpose you have the A. A. N. Without your support on the national level, much of the progress on the state level would wither on the vine. Similarly, progress on the national level is delayed and impeded unless the full and honest cooperation and support from the local and state level is maintained.

It is my personal charge to you that in these days ahead, in order to survive and prosper in the fashion to which you as individuals are entitled, you must financially support your local, state and national trade groups, and must give to them all, in full measure of your ability, your cooperation and your best judgment.

Without this minimum, you and your neighbor nurserymen will suf-

fer; your competition, which is also organized, will reap your harvest.

## SPRAY STICKERS.

In an effort to provide adequate spray control for apples with fewer applications of insecticides, which would mean a substantial saving of time, labor and equipment, the Connecticut agricultural experiment station made a study of adhesives for preventing the removal of insecticides by rain from apple or other fruit foliages. A detailed account of the experiments and their results, with photographic illustrations, as well as graphs, charts and tables, is contained in the station's bulletin 485, "A Study of Stickers for Lead Arsenate Sprays on Fruit Trees," by Philip Garman.

Laboratory experiments, both glass-slide tests and small-scale foliage washing experiments with an improvised rain chamber, were used to measure adhesiveness of the various spray materials used.

Field spray experiments were con-

ducted on three orchards to verify the laboratory tests and to determine a program of spray applications that would give the necessary disease and insect control with the fewest number of applications.

The conclusions drawn from the experiments were that:

(1) Lead arsenate alone sticks better than lead arsenate plus dry flotation sulphur.

(2) Lead arsenate alone sticks better than lead arsenate, flotation sulphur and lime.

(3) Lead arsenate plus lime shows improvement in adhesion over lead arsenate alone on glass slides but not on foliage, especially at high concentrations.

(4) Oils are good deposit builders.

(5) Oils are good stickers, but the amounts used should be in proportion to the amount of solids in the spray mixture.

(6) Bentonite plus skim milk or casein (twenty per cent skim milk or casein) is an excellent sticker, second only to the oils. In 1944, a dry season, it equaled the oils in field experiments.

(7) Aluminum gel is a good sticker, and various compounds that have been utilized in the course of these experiments evidently produce some form of aluminum gel.

(8) Aluminum gels, including bentonite, act as safeners both for oil and lead arsenate, thereby preventing foliage burn even though the arsenic is retained on the leaves in large amounts over a long period of time.

(9) By utilizing stickers that are good deposit builders and also safeners, the total number of sprays needed may be reduced considerably in seasons such as 1943 and 1944.

(10) The advantages of the reduced schedules appear to lie in improved control of European red mite and apple maggot, as well as reduction in spray russet and less foliage burn and drop. There is also a saving in labor which is considerable, a saving of gasoline and a reduction in machinery depreciation.

(11) The main objections lie in the difficulty of handling the complex mixtures and the rather poor control of curculio in bad years for that insect. Supplementary treatments may be needed in certain years.

(12) Although there was no difficulty controlling codling moth with reduced programs and increased dosages of lead arsenate, it should be understood that their use is not yet recommended when codling moth becomes a threatening factor.

(13) It is believed that reduced

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## MERTENSIA, VIRGINICA

The true Virginia Bluebell, hardy northern-grown, 3 to 5 eyes or better. Immediate delivery while they last. \$2.00 per 10, \$15.00 per 100.

THE JOSEPH F. MARTIN COMPANY  
P. O. Box 189, Painesville, Ohio

## PEONIES, 3 to 5 eyes.

10 Arborvitae Orientalis B&B	2 to 3 ft.	100 lbs.	\$15.00

10 Iris, mixed colors, \$2.00 per 100. Prices F.O.B. Cash with order. Immediate shipment.

CORNELL NURSERY, Cornell, Ill.

## ESTHER READ DAISIES

## Strong, field divisions.

\$8.50 per 100 \$75.00 per 1000

Cash with order.

H. W. KERRIGAN

3263 Butters Drive, Oakland 2, Cal.

## EUPATORIUM (Hardy Aseratum)

Lavender-blue, a fine florists' perennial. 1-year, field-grown, \$1.75 per 10, \$15.00 per 100.

THE JOSEPH F. MARTIN COMPANY  
P. O. Box 189, Painesville, Ohio

## VIOLETS—Hardy Forcing

Per 10 Per 100

Frey's Fragrant ..... \$2.00 ..... \$15.00

Princess of Wales ..... 1.00 ..... 15.00

THE JOSEPH F. MARTIN COMPANY  
P. O. Box 189, Painesville, Ohio

## LILY OF THE VALLEY

Holland strain, generous clumps, \$2.00 per 10, \$15.00 per 100; pips, \$3.00 per 100.

THE JOSEPH F. MARTIN COMPANY  
P. O. Box 189, Painesville, Ohio

## VINCA MINOR

Bowles variety, 6 to 12 ins. Many runners. Excellent growth. \$10.00 per 100.

SYLVANIA NURSERY & PEAT CO.  
New Galilee, Pa.

## SEEDS

MARTHA WASHINGTON ASPARAGUS SEEDS, clean, selected, \$5.00 per lb. Rutgers Tomato seeds, selected, \$5.00 per lb. Postage free.

WM. WENTZELL NURSERY, Sewell, N. J.

## SHRUBS and TREES

## LONICERA HALLIANA

Lining-out	\$15.00 per 1000
2-yr.	60.00 per 1000

## WANTED

Chinese Elm, lining-out ..... 5 to 6 ft.  
Chinese Elm, lining-out ..... 2 to 3 ft.  
Bolleana Poplar, lining-out ..... 2 to 3 ft.  
Norway Maple, lining-out ..... 6 to 8 ft.  
Barberry, lining-out ..... 9 to 12 ins.

BURKMAN'S NURSERY  
Roscoe, Ill.

## LINING-OUT STOCK

We have a full assortment of Azaleas and other Broadleaves, Evergreens, Ornamental Shrubs and Trees, also whip-grade Trees. Send for a new list.

THOMAS B. MEEHAN CO.  
Dresher, Pa.

## 30,000 CHINESE ELMS

3 ft. up to 16 ft.

Shade trees, hedges and windbreaks. At reasonable prices. For fall and spring.

## GRAND ISLAND NURSERIES

Grand Island, Neb.

ACER RUBRUM, 1 1/2 to 2 1/2 ins. Must clear a block of 500. Norway Maples, 2 to 3 1/2 ins.; Oaks, 2 to 3 1/2 ins.; White Dogwood, 2 to 3 ins.; Blue Spruce, 6 to 12 ft. CHAS. MOMM & SONS, INC., 1417 Stuyvesant Ave., Union, N. J.

Container-grown CAMELLIAS of Merit Write for List of the Best from the Far West. J. S. TORMEY

TORMEY'S GARDENS, Temple City, Cal.

HONEY LOCUSTS, thornless or thorny, several hundred, choice, well pruned, 1 to 3 ins. in diameter. Attractive prices.

## BRUCE NURSERIES

Alamreed, Tex.

3000 White Birch, 4 to 6 ft., \$5 each. 200 White Birch, 8 to 10 ft., \$1.00 each.

PRESCOTT'S NURSERIES, Marengo, Ill.

## VEGETABLE ROOTS

## PERENNIAL MULTIPLIER ONIONS

Top sets

10 lbs.	\$2.00	100 lbs.	\$15.00
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THE EVERGREEN NURSERIES

Lowell, Indiana.

## MISCELLANEOUS

## GRAPES, 1-yr., No. 1, at wholesale prices.

Per 100 Per 1000 Per 1000

Concord ..... \$10.00 ..... \$90.00 ..... \$800.00

Morden ..... 10.00 ..... 90.00 ..... 800.00

Morden Early ..... 11.00 ..... 100.00 ..... 900.00

Campbell Early ..... 11.00 ..... 100.00 ..... 900.00

Delaware ..... 12.00 ..... 110.00 ..... 1000.00

Niagara ..... 11.00 ..... 100.00 ..... 900.00

Cynthiana ..... 12.00 ..... 110.00 ..... 1000.00

1-YR. APPLE WHIPS, at wholesale prices.

2 to 3 ft., 25c ea.; 3 to 4 ft., 35c ea.; 4 to 5 ft., 45c ea. Varieties: Red Delicious, Red Jonathan, Yellow Delicious, Red Stayman, Transparent, Mammoth Black Twig and Ada Red.

CALIFORNIA LOVELL PEACH SEEDS

from 1946 crop. Well cared for in drying.

In bars of about 16 lbs. each. \$3.00 per bushel. F.O.B. Rogers, Ark.

BENTON COUNTY NURSERY CO., INC.

Rogers, Ark.

We are now booking orders for Apple and Pear grafts for shipment spring 1946. Also will have 50,000 Apple and Pear scions to offer.

600 Globe Arborvitae, 18 to 24 ins. and 24 to 36 ins.; 1000 grafted Junipers, 4 to 5 ft.

and 5 to 6 ft. in Hill's Juniper, Virginia

Glaucia, Virginia. Canaertii; 1000 Chinese Elm; 1000 American Ash; 500 Red Oak, 8 to 10 ft.

18 to 25 peach trees in J. H. Hale, Elberta, Hale Haven, South Haven, Red Haven, Belle

of Georgia, Brackett, Rochester, Red Bird, Heath Cling and a few others, 18 to 24 ins.

2 to 3 ft. and 3 to 4 ft.; also 1 and 2-yr.-old

Apple in Jonathan, Grimes, Red and Yellow

Delicious, McIntosh, Baldwin, Transparent,

Rome Beauty, Stayman, York and Winesap.

A few hundred Burbank Plums, Apricots and Prunes, 18 to 24 ins., 2 to 3 ft. and 3 to 4 ft.

EGYPTIAN NURSERY CO., FARINA, Ill.

1945 crop PEACH PITS, southern collected.

High germination. Small seeds, \$3.50 per

bu.; medium, \$2.50 per bu.; large, \$2.00 per

bu. Chinese Arborvitae seeds, \$3.00 per lb.

Peach, Plum, Apricot, 1 ft., 20c; 2 ft., 30c;

3 ft., 40c; 4 ft., 60c; 5 ft., 70c; 6 ft., 80c.

Seedling peach trees for grafting or budding,

\$25.00 per 1000, \$3.00 per 100. Cash with

order. Riverdale Nurseries, Riverdale, Ga.

PEACH and Apple trees, Strawberry plants, Norway and Silver Maple whips, Azaleas, White-flowering Dogwood, Chrysanthemums, Azaleamums, Evergreens, Rutgers Tomato seeds, Martha Washington Asparagus seeds, Mimosa, White Birch, Oriental Plane tree, Silver and Norway Maple in large and small sizes. A real bargain for the man who has time to come and dig his own. Visitors always welcome. WILLIAM WENTZELL NURSERY, Sewell, N. J. Phone: Wenonah 4911.

**PANSIES**  
Ready now. Steele's Mastodon Jumbo Mixed. Seed 100 per cent direct from Steele. Price, \$8.00 per 1000, \$5.00 per 500.  
**TRAUERNICHT NURSERY CO.**  
400 No. Sylvania Ave.  
Ft. Worth 3, Texas.

**LOUISIANA IRIS**, mixed colors; native Pecan seedlings; Camphora Tree; Chionanthus; Camphora; seedlings; Chinese Tallow Tree, Sapium Sebiferum, seedlings, \$5.00 per 100; Citrus Trifoliata seeds, \$1.00 per lb.  
**EDMOND RIGGS**, St. Martinville, La.

**SUPPLIES**

BAMBOO CANE STAKES DYED GREEN—Pencil Thickness			
	Contents Per Bale	Price Per Bale	
*12 ins.	2000	\$ 7.75	
*15 ins.	2000	7.30	
*16 1/4 ft.	2000	8.30	
*17 1/2 ft.	2000	11.00	
*18 1/2 ft.	2000	13.85	
*19 1/2 ft.	2000	16.55	
*20 1/2 ft.	2000	19.50	
*21 1/2 ft.	2000	22.30	
*22 1/2 ft.	2000	24.50	
<b>NATURAL COLOR</b> —Medium Heavy			
*12 ins.	1000	\$13.50	
*14 ft.	1000	17.00	
*16 1/4 ft.	1000	18.00	
*17 1/2 ft.	500	11.50	
*18 ft.	100	6.00	
<b>NATURAL COLOR</b> —Extra Heavy			
*15 ft.	250	\$13.00	
*16 ft.	200	12.50	
*17 ft.	150	11.00	
*18 ft.	100	8.50	
F.O.B. New York and Chicago. Bale lots only.			
*These sizes available for prompt shipment from New York.			
**These sizes available for prompt shipment from Chicago.			
***These sizes available for prompt shipment from both New York and Chicago. Quantity discounts: 10 bales up, less 5 per cent. 25 bales up, less 7 1/2 per cent.			
McHUTCHISON & CO. 86 Chambers St. New York 7, N. Y.			

**WOOD PLANT BANDS.**

Used by the largest growers of Carnations, Snapdragons, perennials plants and all plants to be transplanted in the greenhouse or outdoors. Get your supply now, also for Vegetable plants for resale.

Size in ins.	Weight per 1000	Per 1000
No. M-310 1 1/4 x 1 1/2 x 2 1/2	12 lbs.	\$2.95
M-320 2 x 2 x 2 1/2	15 lbs.	3.75
No. M-340 2 1/2 x 2 x 3	10 lbs.	3.75
No. M-350 3 x 2 x 3	21 lbs.	4.10
No. M-360 3 x 2 x 4	22 lbs.	4.75
No. M-381 4 x 2 x 4	40 lbs.	5.60

Packed 1000 to the carton. We do not break the carton.

**LIGHT WOOD FLATS.**

Suitable only for holding and shipping our Wood Plant Bands. Bands are not included at prices below. Per 100 flats

M-370, holds 12 1 1/2-in. bands	\$2.75
M-390, holds 12 2-in. bands	3.30
M-392, holds 12 2 1/2-in. bands	2.75
M-393, holds 8 3-in. bands	3.25
M-394, holds 6 4-in. bands	3.95

Packed 100 to the carton. We do not break cartons.

**AMERICAN BULB CO.**

1335 W. Randolph St., Chicago 7, Ill.  
31-37 W. 27th St., New York 1, N. Y.

**KNOCK-DOWN FLATS.**

Made from a good grade of Southern Yellow Pine, since Cypress is not available. Standard specifications, inside measurements.

16x12x2 1/2	\$11.25 per 100
16x14x3 1/2	14.25 per 100
20x14x2 1/2	14.00 per 100
20x14x3 1/2	16.25 per 100
22 1/2x16x2 1/2	15.75 per 100
22 1/2x16x3 1/2	18.00 per 100

All other sizes quoted on request. Prices F.O.B. Birmingham.

We are manufacturers, not jobbers. Freight to any point is a small item per flat. Our flats are the best. Why pay more? Our quality guaranteed. Prompt shipment, any quantity. Attach check to order.

**HIGHTOWER BOX & TANK CO.**  
Birmingham, Ala.

**PROFIT WITH PER-F-RAIN.**

Rain when you want it—low pressure—rectangular strip watered—No overlap—No sprinkler heads or other gadgets—Portable lightweight pipe—Long life. Write for free folder. W. R. AMES COMPANY OF FLORIDA, 4005 E. Broadway, Tampa 5, Florida, or W. R. AMES COMPANY, 150 Hooper St., San Francisco 7, Calif.

**MEL-LO PEAT**  
A pure Sedge Peat, weedless, odorless, no inert matter. Contains 2 to 2 1/2 per cent nitrogen, 96 per cent humus; acidity, 5.3 to 5.8. Excellent for seedlings, hardwood and softwood cuttings, transplanting evergreens and shrubs and ideal for top-dressing lawns.

1 to 10 2-bu. bags f.o.b. ....	\$1.25
11 to 51 2-bu. bags f.o.b. ....	1.10
51 to 100 2-bu. bags f.o.b. ....	1.00
101 to 200 2-bu. bags f.o.b. ....	.90

Mel-lo Peat is milled and fluffed by a special process for use. Accepted by the universities, agricultural colleges, nurseries and landscape gardeners. Accept no substitutes; demand Mel-lo Peat. Our guarantee, check with order, prompt shipment. Wire, phone or write.

**MEL-LO PEAT CO.** Elyria, Ohio

**RUBBER.** Your Rubber requirements are important. Know where to get it when you want it. Belts, rubber bands, boots, coats, gloves, hose, sprayer bulbs, aprons, budding strips. Get our price sheet and catalog today.

**BROADWAY RUBBER MFG. CO.** Louisville 2, Ky.

**PRINTING**  
Letterheads, billheads, statements, cards, envelopes, tags, blotters, folders, catalogs, samples.

**J. GARLAND HILL**  
Dept. A, Seaford, Del.

**GIBRALTAR** Frost Covers pay for themselves. Economical, long-lasting, ideal for windbreaks, 6 ft. wide; 50 ft. \$12.75; 100 ft. \$26.00; 150 ft. \$39.00. **NEW AMSTERDAM IMPORT**, 122 Chambers St., New York 7, N. Y.

**COTTONETTE** Squares are best for balling. Saves time and twine. All sizes in stock. Write **NEW AMSTERDAM IMPORT**, 122 Chambers St., New York 7, N. Y.

**WANTED**

Prices on cut Christmas trees, 4 to 5 ft. and 5 to 6 ft.; also Slick Pine and trimmings from all kinds of Spruce and Pines for Christmas trade. **FRANK S. HAUSMAN**, 1613 Allen St., Allentown, Pa.

**DRAKE'S NURSERIES**  
4342 Branch Rd., Flint, Mich.

**WANTED**

For late fall or early spring delivery, all varieties Grapes, Raspberries, Boysenberry, Asparagus and Strawberry plants. **E. W. TOWNSEND & SON**, Salisbury, Md.

**WANTED**

Privet, Barberis, Evergreens. 3 to 10 years old. **ARTHUR V. LEY**, La Plata, Md.

**WANTED**

Juniper and Taxus Cuttings in quantity. **GEO. C. HELD**, Box 41, Valencia, Pa.

**WANTED**

10,000 Chamaecyparis obtusa or pisifera, grafting size. **BOULEVARD NURSERIES**, Newport, R. I.

**WANTED**

Thousands of Evergreen Liners. Please quote on what you have at once. **WHERRY'S NURSERIES**, St. Mary's, W. Va.

**CLOSING DATE.**

Present printing conditions require that more time be given for putting current issues of the American Nurseryman through the press. So if you send material for either the advertising or the news columns of the November 1 issue, please mail in time to reach this office by October 24.

**LEO BOHNE**, who operated Bohne's Nursery, at Quincy, Ill., later known as Evergreen Gardens, has opened Anne's Floral Shop, 1820 South Fairfield avenue, Chicago, Ill.

**IN SERVICE AND OUT.**

**JAMES F. WISSENBACH**, of the Squirrel Hill Nursery, Pittsburgh, Pa., is returning home after more than a year's duty in the Pacific as a technical sergeant in the army.

RECEIVING his discharge after two years with the army, L. A. ("Shorty") Williams, of the L. A. Williams Landscape & Nursery Co., Beaumont, Tex., is preparing his establishment for business this winter.

AFTER three and one-half years in the army, Walter W. Hillenmeyer, Jr., is back at his desk at the Hillenmeyer Nurseries, Lexington, Ky. He was a major on the staff of Maj. Gen. Clarence Huebner in the European theater of war.

T/SGT. CARL H. CAMPE, who was associated with his father, the late Adolph Campe, in the Columbus Nurseries, Columbus, O., is going into the nursery business for himself as soon as he receives his discharge from the army. He is now stationed at Richmond, Va.

CAPT. JAMES PHIFER, after a visit home upon his return from more than three years' service in the Pacific, is awaiting discharge and looking for an opening in the nursery business in California. At present he is attached to Company C, Officers' School, A. G. F. No. 2, Fort Ord, Cal.

LIEUT. RAYMOND G. HILL, partner in Hill's Nursery, Victoria, Tex., is supervisor of instructors at the B-29 flexible gunnery school, Harlingen, Tex. Lieutenant Hill has been in service for four and one-half years and will return to the nursery business when discharged from the army air force.

RICHARD ZICKMAN, Jr., son of Richard Zickman, of the Villa Park Evergreen Co., Villa Park, Ill., has received his honorable discharge from the army and is joining his father in the business. Dick will take charge of planting, digging and field work, while Mr. Zickman, Sr., will manage the sales grounds and the mail-order business.

LIEUT. WILLIAM R. DODD, son of Tom Dodd, Semmes, Ala., has been awarded the air medal for outstanding service with the Third army in Germany. Piloting a light unarmed observation plane for the 65th Division artillery, he directed fire on many enemy installations that could not be observed from ground observation posts. Many of his flights were through all types of enemy fire and on several occasions his plane was hit.

## CONTROL OF PLANE TREE DISEASE.

What was formerly known as the London plane disease and is now known as the canker stain disease of plane trees has been the subject of investigations by the bureau of plant industry of the United States Department of Agriculture, with laboratory headquarters at Morristown, N. J. Discovering several years ago that the fungus causing this disease is transmitted from diseased to healthy trees on pruning tools and such equipment, and more recently discovering that plane trees are practically immune to infection by this fungus between December 1 and February 15, Dr. James M. Walter, of the New Jersey office, has made official recommendation of control measures.

The canker stain disease has killed thousands of London plane trees within a region that may be bounded by the Atlantic ocean and a line connecting New York city, Pittsburgh, Pa.; Vicksburg, Miss., and Norfolk, Va. This disease is usually well characterized by blackened, elongated cankers having annual zones one-half to two inches wide, beneath which the wood shows reddish-brown to bluish-black discoloration distinctively distributed in radial patterns. Experiments carried out during the past five years have shown that the disease can be controlled by relatively simple, inexpensive and practicable measures.

1. Remove all diseased trees or parts of trees. Immediate removal of trees with trunk or extensive large limb infections is important because such trees cannot be saved, and they serve as sources of spread to other trees. Some trees having infections limited to branches may be saved by carefully pruning the affected parts. A clearance of three feet between the severing cut and the end of a branch canker nearest the trunk is usually necessary for success in removal of all infected wood. The surgery must be carefully done to avoid inoculation of the tree at other points.

2. Avoid all unnecessary mutilation of plane trees. The fungus that causes this disease does not enter through undamaged bark. The disease has been spread by boys trying out their knives and scout axes, by lawn mowers that injured buttress roots, and by moving vans that scraped lower branches.

3. Before using pruning tools in a healthy plane tree, disinfect the tools and all other equipment that have been in contact with an infected tree. Pruning saws and climbing ropes are

## WANT ADS

Help and Situation Wanted and For Sale advertisements.  
Display: \$2.50 per inch, each insertion. Liners: 20¢ line; minimum order \$1.00.

## HELP WANTED

### NURSERY SUPERINTENDENT

This is a big job for a big man. Must be familiar with all phases of nursery production and other operations (excluding landscape). Position with one of America's largest nurseries in the wholesale and retail field; highly rated. Security and future for right man.

Address Box No. 375, care of American Nurseryman, 343 S. Dearborn St., Chicago 4, Ill.

### SITUATION WANTED

Now at liberty to accept position of responsibility after four years of accounting on defense construction.

Age 47, married, in good health. Three years of college, including studies in business administration. A good executive with twenty-three years of practical experience in every branch of the business from growing to office, mail order from advertising to shipping and organizing, landscaping from selling, plan making to planting. Can take over, reorganize and put your business on efficient and profitable basis. Know stock and markets. I am well known to the trade throughout the United States.

Write or wire. Confidential.

Address Box No. 372, care of American Nurseryman, 343 S. Dearborn St., Chicago 4, Ill.

### INDIVIDUAL LANDSCAPE PLANS

Landscape architect with 30 years' experience offers individual plans and consulting service to nurserymen and landscape contractors operating in the Chicago area and within a 200-mile radius. Reasonable fees, limited clientele, protected territory. Correspondence invited. Address Box 362, care of American Nurseryman.

### HELP WANTED

Well established retail and landscape nursery in the Kansas City territory has openings for two experienced nurserymen; steady work, good pay. State experience, age and salary expected.

SHAWNEE NURSERIES  
7300 West No. 50 Highway  
Shawnee, Kansas

HELP WANTED: Young working foreman with sales ability for well established, nicely stocked nursery; good tree area in northeast Iowa; good pay; living quarters. Give qualifications, wages expected. OELWEIN NURSERY CO., Box 486, Oelwein, Ia.

### FOR SALE

Nursery established in 1876.

On two highways.

28 towns and cities within 30 miles.  
Good location for cash and carry.

PREScott's NURSERIES, Marengo, Ill.

### FOR SALE

Most Exclusive Ornamental Nursery  
Established 30 years; central location; around \$8,000 stock; property alone worth the money. \$15,000 cash will handle; balance to suit buyer. Owner retiring. WILLIAM PARMA, 6490 San Jose Blvd., So. Jacksonville 7, Fla., or Phone 9-1541.

highly effective agencies of transmission. Saws, other cutting tools, soles of climber's shoes and ladder parts

## HELP WANTED

Nurseryman, permanent position, 8-hour day, no Sunday work. Give details of education, age, etc., also references. Salary to start, \$1.00 per hour; after one year's service, two weeks' vacation with pay, and two weeks' bonus at Christmas.

We specialize in Rhododendrons and Azaleas.

STATE FLOWER NURSERY  
R.F.D. 2, Box 145 Bothell, Wash.  
(Seven miles from Seattle, Wash.)

### HELP WANTED

Expert tree climbers and tree trimmers. Good wages. References required, and state wages.

Address Box No. 377, care of American Nurseryman, 343 S. Dearborn St., Chicago 4, Ill.

### HELP WANTED

Permanent position for a man with some propagation experience, by budding, grafting, growing from seeds, etc. Will furnish house with garden spot, chicken house and cow pasture. Retired serviceman preferred.

BENTON COUNTY NURSERY CO., INC.

Rogers, Ark.

### FOR SALE

Nursery in Florida. Established 12 years by present owner. Good business location, on main highway, plenty of land for expansion. Near large city. Solid opportunity. For quick sale, priced at less than \$10,000, half cash. For details write Box 376, care of American Nurseryman, 343 S. Dearborn St., Chicago 4, Ill.

### TO SERVICE MEN

Returned service men and women may insert a one-inch situation wanted advertisement in this department without charge. Listing in the placement service of the American Nurseryman will be included.

Instead of remittance, send full address of military unit when mustered out and date of discharge from the service.

**MYROBALAN SEED**  
LOVELL PEACH PITS  
*Nation's Leading Source*  
Write today for quotations.

  
**California**  
NURSERY COMPANY  
*Niles, California*

## GLADIOLUS BULBS

By the 100, the 1000 or million.

Margaret Fulton, Bit O'Heaven, Gardenia, Aladdin, Token, Algonquin, Peggy Lou and Margaret Beeton—our specials.

Price list and shipments by November 1. Remember us. Healthy stock.

## CUTLER & VENNARD NURSERY

Box N-394 or 394-N Sioux City, Ia.

## CHARLES SIZEMORE Traffic Manager

319½ Georgia St., Louisiana, Mo.

Loss and damage claims against railroad and express companies collected.

Freight bills audited.

Past due notes and accounts collected.

Well known to the nurserymen of the country.

Reference: Bank of Louisiana.

## PEACH PITS

THE  
Howard-  
Hickory  
Company

Hickory, N.C.



## LAWN PROBLEMS SOLVED

### No Obligation

Experience and tested results from our 8 strategically located Proving Grounds.

F. H. WOODRUFF & Sons, Inc., Milford, Conn. • Toledo, O.

## North Dakota and Montana Seeds

Northern-grown Tree, Shrub and Wild Flower seeds. Wholesale crude botanicals.

**E. C. MORAN** Stanford, Mont.

## PRONOUNCING DICTIONARY of Plant Names

64 pages, 3000 names, 25¢ per copy

American Nurseryman Chicago

that must come in contact with the tree may be readily disinfected by dipping or thoroughly swabbing them in denatured and rustproofed alcohol of the type commonly used as anti-freeze. Climbing ropes may be disinfected by exposing them to vapor from commercial formaldehyde for three hours. Effective fumigation of rope is attained with one-quarter pound of formaldehyde spread over about 100 square inches below a false bottom (to keep rope out of liquid) in a tightly capped container of about ten gallons total volume.

North of the Mason and Dixon line disinfection of pruning equipment is not necessary during the period December 1 to February 15, provided the wounds are left unpainted, because repeated tests have shown that the fungus is not infectious on open wounds made at that season.

4. If wound dressing is necessary, use a gilsonite varnish (type covered by federal specification TT-V-51) in which phenylmercury nitrate has been mixed in 0.2 per cent concentration. When fortified with this germicidal chemical, the asphalt paint is unable to carry the fungus. The most damaging and insidious means of transmitting the fungus in pruning operations has been through the use of contaminated wound paint. The can of paint, as handled by the practical arborist, rapidly collects sawdust and fragments of bark and wood, much of this carried in by the brush because of the stickiness of the paint.

Phenylmercury nitrate is a highly toxic chemical and must be handled with caution! However, a careful workman can safely mix it with the asphalt varnish by first mulling the fine powder in a small quantity of linseed oil and then thoroughly stirring it into the varnish. Some people are very sensitive to mercurials carried in oils. Anyone using paint fortified with phenylmercury nitrate in this concentration should wipe away at once all spots that make contact with the skin. Phenylmercury nitrate is not yet generally available for uses such as this, but small quantities are to be found at some drug stores and laboratory supply houses. The required amount is only one-fourth ounce per gallon of the standard specified gilsonite varnish.

Phenylmercury nitrate is not recommended for use with paints based on petroleum-residue asphalt because tests indicate that this combination may be too injurious to the cambium, causing enlargement of

## PERENNIAL SEEDS To Buy Now

All seeds that you can sow now.  
All "A.B.C. Supreme Quality."

**AQUILEGIA, long-spurred,**  
Mrs. Scott Elliott.

Tr. Pkt., 40¢; ¼ oz., \$1.00; oz., \$3.50.  
**BELLIS PERENNIS**

**Monstrosa Double Rose**

The popular English Daisy. Tr. Pkt., 50¢; ¼ oz., \$3.00; oz., \$9.50.

**DELphinium**  
**GIANT PACIFIC HYBRIDS**

**Black Knight Series.** Darkest of all.  
**Blue Bird Series.** A white bee; medium blue petals.

**Blue Jay.** Medium to dark blue with dark bee.

**Cameliard Series.** Lavender self with white bee.

**Galahad Series.** Finest white, 3-inch flowers; pyramidal spikes.

**Guinevere.** Light pink-lavender with white bee.

**King Arthur.** Royal violet with white bee.

**Round Table Series.** All the colors of the "Knights and their Ladies" series, including many not yet introduced.

**Summer Skies.** Light blue with white bee.

### PRICES ON ABOVE

Tr. Pkt., \$1.25; ¼ oz., \$2.50;  
½ oz., \$4.00; Oz., \$14.00.

## GIANT PACIFIC HYBRIDS

Vetterle & Reinelt

**Blue Shades.**

**Clear White.**

**Lavender Shades.** A fine pastel-colored strain.

**Pastel Shades.** Mixture of lavender and blue pastel shades.

**Violet Shades.** Deep, rich, violet-blue colors with many contrasting white bees.

**V. & R. Mixture.** A very fine general hybrid mixture of all V. & R. varieties.

### PRICES ON ABOVE

Each Tr. Pkt., \$1.00; ¼ oz., \$2.00;  
½ oz., \$3.50; Oz., \$12.00.

## MISCELLANEOUS STRAINS

**Belladonna Improved (Cliveden Beauty).** A very select strain of strong, vigorous habit. Large flowers of brilliant iridescent turquoise-blue.

**Bellamorus Improved.** A rich, deep blue form of Belladonna.

### PRICES ON ABOVE

Tr. Pkt., 40¢; Oz., \$3.00; ¼ lb., \$10.00;  
lb., \$35.00.

## Heuchera Sanguinea Hybrids, Mixed

Rich, bright coral-red. Large bells.

Tr. Pkt., \$1.00; ¼ oz., \$2.00;

½ oz., \$3.50.

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skin from it while spraying and to avoid using it on dogs or other animals. If some of the material gets on the skin of the person applying it, he should wash it off promptly. An animal rubbing against a wall which has been sprayed will not suffer any ill effects.

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As it will kill or injure beneficial insects, fish, birds, chickens and domestic livestock as well as pests, DDT should be used carefully on the farm or elsewhere.

#### COVER ILLUSTRATION.

##### Malus Arnoldiana.

As has been mentioned previously, the flowering crabapples are among our best small trees. For general adaptation, they are probably more satisfactory from the standpoint of good growth, foliage, flower and fruit than any other group of small flowering trees. The flowering dogwood and the flowering cherries are beautiful plants, but their cultural requirements are more exacting than for the flowering crabapples.

One of the most beautiful and most dependable flowering crabapples is *Malus arnoldiana*, the Arnold crabapple. Year in and year out, it is as effective in flower as any of the other crabapples. It is interesting to note that in the recent publication, "Crabapples for America," the Arnold crab is listed among the best types for both ornamental flower and fruit.

The Arnold crabapple is a hybrid of the species *Malus floribunda* and *Malus baccata* and has been in cultivation for a long time.

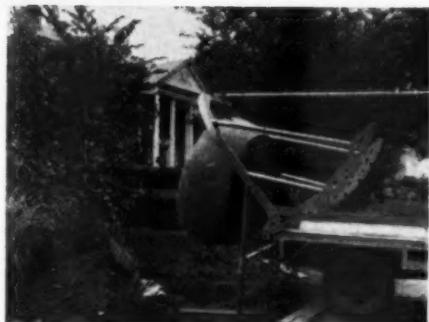
The Arnold crabapple is one of the densest of all the species and varieties, the branches, densely clothed with large dark green leaves, forming a broad rounded head. It is among the earliest of the crabapples to bloom. At Columbus, O., it is generally in flower the third week of April and is attractive for about a 10-day period. During the spring of 1945, when all of our early spring shrubs and small trees were blooming early, the Arnold crabapple came into flower April 10. The flowers are pink in bud, but are white when fully open.

Many plantmen do not consider the fruit of *Malus arnoldiana* as being specially attractive. This is probably due to the fact that a highly

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red colored fruit is usually preferred. The fruit of the Arnold crabapple is yellow and somewhat less than a half-inch across. It is effective on the tree for about a two months' period in September, October and early November.

The Arnold crabapple is not exacting in its soil requirements, doing well in general garden soil. Good rich soils will lend to the development of better growth, larger leaves and better foliage color. As with most of the Asiatic species, the Arnold crabapple is free from troublesome insects and diseases.

Its hardiness, wide adaptability to soil and climatic conditions, its freedom from troubles, its dense rounded habit of growth and its fine foliage, flower and fruit make this species of flowering crabapple especially well adapted to specimen, mass and border plantings.

L. C. C.

[Photograph from Arnold Arboretum.]

#### PEACHES FOR NEW YORK.

After years of observation of new and improved varieties of peaches growing alongside many standard sorts in the orchards of the New York state experiment station at Geneva, the station fruit specialists have listed a succession of what they regard as the best sorts both for home and commercial plantings. Detailed information about the varieties and on sorts adapted to a given section of the state may be obtained by writing to the experiment station.

The horticulturists list their selections in order of ripening, as follows: Mikado, Marigold, Oriole, Golden Jubilee, Raritan Rose (the only white variety), Vedette, Valiant, Veteran, Halehaven, Summercrest, Early Elberta, Elberta, Fertile Hale and Wilma. Marigold, Golden Jubilee, Vedette, Valiant and Veteran are beginning to make a place for themselves with growers, while the other sorts are believed to be sufficiently promising to merit a trial. None of these varieties is entirely hardy in New York, but Oriole and Veteran showed a greater degree of hardiness than the other sorts in the severe winter of 1942-1943.

A number of newer yellow-fleshed, freestone peaches are also believed to be worthy of trial, at least on a small scale: Redhaven, Triogem, Sunhigh and Kalhaven. If another high-quality white peach is desired, Red Rose is recommended.

FORMERLY at Portland, Ore., Paul DeBlock has moved his landscaping and nursery business to Brookings.

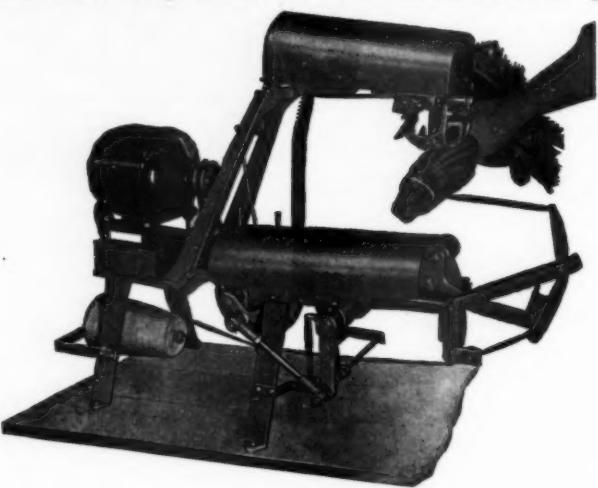
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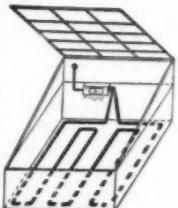
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**PITHY CHERRY DISEASE.**

Pithy cherry and pithy fruit are the names given by growers to a new disease of Montmorency cherry fruit, which makes the fruit unmarketable. The disease is characterized by the occurrence of several irregularly distributed, dark, corky lesions beneath the skin, which sometimes reach to the depth of the pith. Viewed from the surface, or exterior, the lesions are depressed and darker in color than the surrounding tissue. Although symptoms have appeared on the green fruit in a few instances, in most cases they become visible only after the fruit coloring is well advanced. At maturity the depressions still remain, though less marked, with the corky spots darker in color, approaching black. The number of affected trees present in affected orchards ranged from none to twelve per cent in the different rows and the percentages of fruit affected on individual trees ranged up to approximately fifty per cent.

The disease was originally diagnosed as of physiologic, or virus, origin because no microorganisms were associated with the lesions, and both possibilities were explored experimentally. The fact that the pithy cherry symptoms occur on trees grown in soil types conducive to the occurrence of the boron-deficiency cork disease of apple and pear is circumstantial evidence that this disease, if physiologic, could be caused by boron deficiency, said E. M. Hildebrand in a recent issue of the Plant Disease Reporter. Because of the common occurrence of virus diseases in New York cherry orchards, a careful examination of this type of disease agent was made also. The only other type of a definite deleterious effect on sour cherry fruit in New York is characterized by the symptom of pink or pale red fruit of insipid taste and low sugar content associated with the so-called mottle virus disease present in Niagara county.

In one of the orchards under experiment several of the affected trees were definitely found to be hosts of cherry viruses of which ring spot was most prevalent. In this instance, ring spot infected approximately fifty per cent of all the trees, including those showing pithy cherry. One pithy-cherry tree was found to be infected by the rosette virus, a disease characterized by low yields. None of the trees affected with pithy cherry was infected by the yellows or greenring yellows viruses.

By indexing one row of orchard trees on small Montmorency trees by grafting as they were breaking dor-

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A plant of American Bittersweet. Potted April 10, picture taken May 20.

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1	6½ ins.	6 ins.	5½ ins.	9 lbs.	7-in.	52 lbs.	4.00	35.00		
2	9½ ins.	7 ins.	6½ ins.	15 lbs.	8-in.	77 lbs.	4.50	40.00		
3	9 ins.	8 ins.	7½ ins.	20 lbs.	9-in.	88 lbs.	5.00	45.00		

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mancy, the above orchard observations were verified—that pithy-cherry trees are sometimes, but not always, infected by ring spot virus. Similarly, the indexing of three of the affected orchard trees, two of which had ring spot, on apparently healthy young bearing orchard trees resulted in the production of ring spot symptoms from the two known ring spot infected trees. The scions from the affected trees lived and grew and were fruiting during the second and third seasons. Since the pithy-cherry symptoms were not reproduced either on the fruiting scions or on the rest of the trees so grafted, it seems that a virus is not the causal agent. Moreover, the fact that some of the affected orchard trees seemed virus-free, according to the indexing tests, is considered good evidence that some other causal agent is involved.

Early in the spring of 1943, two fertilizers, borax at the rate of five ounces per tree and muriate of potash at the rate of two pounds per tree, were applied crisscross on part of one experimental orchard where the symptoms had been most prevalent. By this plan some of the trees received both, one or the other, or none, of the extra fertilizers. The fruit crop was light in 1943 and no pithy-cherry symptoms were observed in any of the trees. In 1944 with a good cherry crop no symptoms were observed by the grower where the borax had been applied and symptoms were light in the untreated trees, both in the experimental orchard and in neighboring orchards, which suggests, but does not prove, that this is a boron-deficiency trouble.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912.  
Of The American Nurseryman, published twice monthly at Chicago, Ill., for October 1, 1945.

County of Cook, State of Illinois. { ss.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared F. R. Kilmer, who, having been duly sworn according to law, deposes and says that he is the business manager of The American Nurseryman, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager, are—  
Name of— Post-office Address—

Publisher, American Nurseryman Publishing Co., 343 S. Dearborn St., Chicago 4, Ill.

Editor, F. R. Kilmer.

Managing Editor, None.

Business Manager, F. R. Kilmer.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock.)

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3. That the known bondholders, mortgagees, and other security holders, owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.) None.

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Sworn to and subscribed before me this 26th day of September, 1945.

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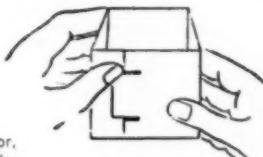
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There is no side-stepping the unfortunate fact that there is not enough nursery stock to fill the immediate demand. Evergreens particularly are scarce and will be still more scarce before a good crop can be brought on the market.

The present state of affairs is not hard to account for. In addition to the severe labor shortage which has confronted the nursery industry, no one has been gathering seeds since the war, either at home or abroad. Those items grown from Asiatic or European seeds particularly are missing. Seeds for growing understocks for grafting Junipers have been impossible to get in recent years so that grafted Junipers are among the short items.

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